

Disc Jockey News

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Free

A story revisited: Jesus As A DJ

by Mike Walter

This is an article that I wrote a few years ago. I tried in a number of places to get it printed but was denied. Then last year I reluctantly offered it to John Young. I say reluctantly because I know John is a man of great faith and I wasn't sure if he'd see the fact that I have incredible admiration for Jesus and wanted to just have some fun with a silly supposition.

Well, John got it. He liked the article and agreed to run it in last year's December issue. To our great surprise, we received fabulous feedback about the article. In fact, Matt Cohen (who you may know as DJMC on all the chatboards) even started a post complimenting me and the article

and mentioning how his daughter clipped it out and read it to her friends. WOW!!! I was blown away by such positive feedback.

So this year as December approached I asked John if he'd considered re-running it. The Disc Jockey News' circulation has certainly grown enough in the past 12 months and so John agreed.

I am probably more proud of this article than of anything else I've ever gotten published. Whether you are Christian or not, read it as I intended, as a silly tribute to a great Man and to our fun and unique industry...

Jesus as a DJ

The Holidays are a time when Christians the world over celebrate the birth of Christ. And whether you believe in Jesus' divinity or not, few question the historical figure named Jesus Christ. So, if you will allow a bit of a stretch of the imagination, I thought this would be a good time to take the oft-used Christian saying "What Would Jesus Do" (often referred to simply as W.W.J.D.) and imagine "What Would Jesus the D.J. Do?" (Bracelets with W.W.J.T.D.J.D. will be available in the lobby

on your way out.)

First, let's consider how Jesus would have been as a DJ.

We all know one of the biggest fears people face is public speaking. Most people would rather be in one of those bizarre situations you see on "Fear Factor" than to have to speak publicly. Yet Jesus did it with no problem. I often picture the Sermon on the Mount, which is arguably Jesus' biggest speaking engagement. By this point in His "career" His reputation had spread and crowds were following Him everywhere, longing to see a miracle or hear how they could be saved. I picture Jesus sitting about half way up a hill. The crowd is spilling out as far as the eye can see. There is tension in the air. Jesus doesn't start preaching right away. He's letting the last of the stragglers fill in. He's gathering His thoughts, perhaps mindful that His words today will go down in posterity and be repeated by millions. Finally

He stands and a hush comes over the multitude. People strain forward expecting to barely be able to hear Him. And then Jesus begins.

It is undeniable that He had a great voice. Jesus regularly preached to hundreds and sometimes thousands of people. He didn't have the benefit of a sound system. He had no cordless microphone. Jesus didn't have intro music to pump crowds up or whirling lights to grab everyone's attention. He just spoke. We can assume that He was clear, concise and articulate. His gestures and body language must have been big and theatrical. Unquestionably, He had a great set of pipes.

Imagine a booming voice like that introducing a Wedding Party or opening up the dance floor. Wow!

Jesus was also a great communicator. His teachings have been remembered and passed down for two millennia. Sometimes, I can't

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Success vs. Fulfilment: Which Is It To You?

By Jeffery Gitomer

People make life choices, career choices, and business choices, even relationship choices based in large part on their tolerance for risk - weighted against their greed. As life progresses, these decisions will be mitigated and compromised based on existing conditions of family and debt. Often not in that order.

When you're young you have goals and dreams, often verbalized by the statement, "When I grow up, I want to be a (fill in the



blank)." And as you mature, you may, based on your life experiences, change your mind.

Here are the elements of achievement:

You have a drive.

You have a desire.

You have a

goal.

You have a dream.

Your dream may be different than your goal.

Your goal may be to make your quota, or become the number one salesperson in your company. But your dream may be to live on the ocean or start your own business.

The question is: Do you have a love for what you are striving for, and is it the same love as what you're dreaming for?

Love drives true passion. Passion drives achievement.

If you don't love what you do, odds are you will not achieve your goal, let alone your dream. Why would you put that much energy into something you don't love? The answer is: you probably wouldn't. Love is also the breeding ground for intention. And intention is the first step in achievement.

Why do you want to succeed? What are your success intentions?

For the money?

For the safety?

For the status?

To show others?

For short-term gratification?

For the greed of having success at the expense of happiness?

Or are your intentions more honorable and more personally gratifying?

Are you striving to be the best at what you do?

Do you have real passion for what you do?

You often hear people described as "driven." I would rather hear "he has passion," or "he loves what he does."

Over the years, I have given audiences an opportunity to comment on my talks. I ask them what they liked best, I ask them what they intend to do tomorrow, and I ask them

for a candid comment. As you can imagine, I have received thousands of comments, but the ones I cherish all say the same thing, "Jeffrey loves what he does and it shows." That's a complement that has no peers.

What do you love? Not who do you love. For many, who you love changes over time.

For those of you (me included) who have children, they are who you love - forever and unconditionally. And hopefully, you love yourself.

What you love is different. What you love leads to success AND fulfillment.

You know what it is you love at the moment. Think about what you do with passion. Play ball, ski, travel, sew, read, golf, race. Don't you love it? Then think about what sports team you love to watch, or who you cheer for. How much do you (or would you) pay to see them play?

The real "what do you love" questions are:

Do you love what you do for a living?

Do you love your career?

Do you love your job?

Passion needs to be discovered - then unleashed. "What do you love?" is easily discovered. You've heard the expressions: "He found his passion." or "He found his true calling." "He's a natural."

When you love what you do, it's not just self-evident, it's evident to others. Your enthusiasm is transferable. One of the best saleswomen I ever met talked to me about her

love of sales and love of job. She said, "I do everything full force." Me? I say it a slightly different way, "I strive to do my best at what I love to do." How do you say it? How do you feel about it?

MAJOR CLUE: Every day your road to fulfillment starts in the bathroom. And every day, whether you realize it or not, you can take the "Bathroom Mirror Test." All you have to do is ask and answer these 4.5 critical questions - every day:

1. Am I happy on the inside?
2. Am I doing what I love?
3. Am I doing my best for those I love?
4. Am I doing my best for myself?
- 4.5. Am I smiling?

This is not a sales lesson. It's a life lesson. Sales is just part of life. If you love what you do, your passion will lead you to success, and your success will lead to your fulfillment.

If you want a few more success secrets, go to www.gitomer.com, register if you're a first time user, and enter PASSION in the GitBit box.

Jeffrey Gitomer is the author of *The Little Red Book of Selling* and *The Little Red Book of Sales Answers*. President of Charlotte-based Buy Gitomer, he gives seminars, runs annual sales meetings, and conducts Internet training programs on sales and customer service at www.trainone.com. He can be reached at 704/333-1112 or e-mail to salesman@gitomer.com

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What's In It For Me?

By Dude Walker

The penchant of a new world order. Touted as caustic words and a self destructive frame of mind when these 5 words are strung together in this order. "What's in it for me?" It doesn't take a leap of faith to acknowledge that self absorbed people fail to see the needs of others and in doing so become more self absorbed. This is not an appeal to the self absorbed, they will undoubtedly take issue with these words. This is an appeal to those that are not too far gone...down the self centered path of independent indifference.

"In helping others, we shall help ourselves, for whatever good we give out completes the circle and comes back to us." - Flora Edwards

Sounds strikingly similar in philosophy to:

"Ask not what your country can do for you - ask what you can do for your country." - John F. Kennedy

Rarely a day goes by where I'm not directly asked or read the rants of those opposed to joining an association. My thoughts drift back to the quotes above as I look for the appropriate words to respond to the "What In It For Me" mentality.

The "What's In It For Me's":

Like the concept of RESPONSIBILITY yet avoid it at all costs.

Like the concept of INFLUENCE yet do little to become influential.

Like the concept of IMPACT yet argue how little time they have to make a difference.

Like the concept of STIMULATION yet rarely participate in the ideas they bring forth.

Like the concept of CHANGE as long as it does nothing to upset the balance in their life.

Like the concept of SKILLS yet fail to recognize and honor the skills of others.

Humility begins where ignorance and arrogance end:

In 2005, 37 million people (12.6%) lived in a state of poverty, hunger and hardship which directly affected 7.7 million families.

In 2005, 20.5 million (11.3%) of people age 18-64 were living in poverty.

In 2005, 12.9 million (17.8%) children under the age of 18 were living in poverty.

In 2005, 3.6 million (10.1%) seniors 65+ were living in poverty.

In 2004, 3.9 million children lived in low-income households where neither parent worked.

Did you know that:

1 of every 6 children in the USA will not eat a meal tonight.

Many people who are living in poverty have jobs, but do not make enough money to pay for food and clothing.

Since 2000 the number of people living in

poverty has risen by nearly 6 million.

Since 2000 the number of people living in poverty has risen and exceeded the previous year.

Since 2000 the number of people with no health insurance has increased by over 5 million.

There are Mobile Disc Jockeys slipping into poverty at this very moment due to devaluation.

Is there any hope?

I have never been more proud to be a member of MAPDJ. Midwest Association of Professional Disc Jockeys, <http://www.mapdj.org>. During the November Red River MAPDJ chapter meeting, discussion was thrown around about a potential Christmas/Holiday party for the members. Then a simple idea was brought forth. Rather than spoiling ourselves with another meal. Let's pool our resources to help others. Within 10 minutes we raised over \$400. Within 30 minutes we had raised over \$800. According to Scott Albertson, RRMADPJ president, within one week we were able to exceed \$1,000 in donations for underprivileged people during the Holiday Season. At the time of press, Bob Holl, president of the Northern Wisconsin chapter reported that our brothers and sisters in his local chapter are \$700 toward their \$1,000+ goal. Final totals were not available for the Minneapolis Metro, Southern Wis-

consin and Iowa chapters as their meetings are still forthcoming.

So again, the question..."What's In It For Me?" Hmmm..., it pales by comparison of the good things that are brought forth when brilliant and benevolent minds work together. Everything else within the association is just a bonus. Fact: This money would not have been raised had MAPDJ not existed. I implore you to understand that this is not a claim that one association is better than another. Just the simple message that by serving others we ultimately serve ourselves. The smiles and joy that these small tokens will bring is a glimmer of hope that humanity still exists within an industry built upon the foundation of ego. By association WE were able to turn a potentially self indulgent act into a selfless one.

I count my blessings everyday to be able to associate with RESPONSIBLE people that have the INFLUENCE to set things into motion that truly make an IMPACT with the STIMULATION to participate in CHANGE by utilizing the SKILLS that the good Lord gave us.

I wish you peace, good tidings and good fortune this Holiday Season and may what little you have be looked upon as the treasure of kings!

Dude Walker can be reached at dude-walker@discjockeynews.com.

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Starting From Scratch

By Jeff Richards

Starting from scratch is a monthly article that will help those of you new to the Disc Jockey industry. Each article will cover what it takes to be a successful mobile DJ. Today's topic: Success in 2007.

The New Year is upon us and it's time to look to the future of your business, to make decisions and maybe some changes on how you want your business to succeed in 2007. As a business owner you always need to be thinking ahead and finding ways for your business to grow and prosper.

There are several ways to do this; 1: Look into your Mystical Orb (Magic 8 Ball) 2: Talk to a Psychic (google.com) or 3: Have your Palm Read (Finger printed by the cops). But the easiest way is to look at your original business plan and begin to make small necessary changes that will help insure your place in the industry.

PRICING: The first change you should consider is your price. Each year the cost of living goes up anywhere from 1.5% to 4.0%. What this means is that just about everything you buy has also increased in price. The cost of business is always rising, cds, equipment, insurance, gas, vehicles, etc. To combat this you must increase your price to help cover the increasing cost of life. Consider increasing your current price by at least 10%. The optimal would be 15% to 20%, especially if you are in the lower end of the "average" price scale in your area.

A change that I have made was to reorganize my "package" plan. I decided to reduce the number of hours included in my standard "package" by one hour. This allowed me to raise my hourly rate and charge an increased price for entertainment needs past my "package" rate.

I have also increased any entertainment time past midnight with an additional fee added onto the normal rate. With the new "package" price and an extra fee past midnight, this allows me to get home typically a little earlier each night but still increases my profit margin.

SERVICE: Everyone, no matter how good you are, can improve on your service to the client. Clients like to feel special, to feel a connection with the DJ and to feel like they are the most important people in the world. When you add value, worth and service that is superior, clients will want to hire you over the competitors, including the "bottom feeders" charging half your price.

Improving your service can include spending more time planning the event with the client, giving helpful hints and tips to save money in other areas, answering your phone and e-mails as quickly as possible, being available when they have questions or concerns and being as "Professional" as you possibly can. Sometimes it can be the littlest nuances that will help couples decide to hire you over anyone else.

PERFORMANCE SKILLS: Once again, an area that everyone can improve upon. Time and experience is a great contributor to improving your performance skills, but a true "professional" will seek out ways to continue their education in their chosen field. Athletes, singers, actors, comedians and most any other entertainer will find ways to work on perfecting every aspect of their business.

For a DJ this could include going to conventions, reading music-entertainment periodicals, taking seminars from experts on performance or buying CDs, DVDs and books of respected entertainers. You can set up your equipment inside your home to practice mixing, getting better acquainted with your library of music, creating lists and sets of songs, and getting more knowledgeable about your DJ equipment. Try taking a class in acting, improv or dance or join in a Toast Masters group to help with your speaking and delivery skills.

PROFESSIONALISM: I spoke of this in my seminar "To Be or Not To Be Professional" at the Northern Disc Jockey and Wedding Professional Conference in October. I spoke about the twenty points which define who is and who isn't a professional. It covered everything you should know and consider to qualify yourself as a "Professional." I feel this is the biggest area that DJs need to work on to improve their bottom line. The more Professional you are, the more clients will respect

you and be willing to pay you the money you deserve for your talent and skills.

NETWORKING: If you don't already belong to a networking group, I would suggest joining one. Networking is the cheapest way to get your name in the community. Try a Chamber of Commerce, a Church group VFW, Legion or any other organization who is willing to sit and listen to you speak about your business. Once they get to know and trust you, they will become your sales staff, telling everyone who needs a DJ all about you and your service.

Become a member of a DJ Association. This is where you can talk freely with others just like you about problems, questions and triumphs that you have. Associations will offer monthly meetings and seminars where they bring in specialists to help you grow your business. DJs in the group will refer work to one another when booked. "Word of Mouth" is the best way to sell you and your skills.

Until next time, Keep on Rockin'!!
To respond to Jeff's column send an e-mail to jeffrichards@discjockeynews.com. Jeff Richards has over 25 years of experience as a DJ/Entertainer and is the Executive Vice President of the Midwest Association of Professional Disc Jockeys. He speaks at National DJ Conventions and for local DJ Associations. Jeff also offers private consultations to DJ services.

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by Mark Imperial

Chicago, IL – Making good money as a DJ doesn't have a whole lot to do with how good of a job you do. You can be the very best DJ in your area, using only the best equipment, know more about music than anybody, know how to pack a dancefloor and still starve to death.

You're busy one week, phone not ringing the next and worrying about where the next job is coming from. I know, because I have been there and almost starved myself out of the business by stubbornly thinking that because I was a great DJ, the world would beat a path to my door. Thinking that by getting

better and better at slamming parties, I'd automatically make more money. **Wrong. Dead Wrong!**

I did what most people do, started advertising and waiting for the phone to ring, then playing the "cheap price" game (actually the worst thing you can do). I barely survived by bottom feeding and begging, taking every crappy gig that came in and doing cold calling which is as fun as a car wreck. I nearly quit every other day. I was grossing a pitiful \$2,200.00 per month and working myself to death getting it. Some months I was starving. I know that things happen by either determination or desperation, and I had both going for me. That is when I finally

discovered the answer.

My discovery exploded my business to making over \$11,000.00 per month, and I did it in a lazy way as a **SINGLE OPERATOR** in less than 7 months.

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Whatever It Takes-The Keys To Unlocking a Can-Do Attitude

By Dr. John C. Maxwell

A faint but discernable dividing line separates achievers from dreamers. At first glance this line may be difficult to distinguish. You may be tricked into believing that talents, titles, or resources draw the line between the doers and dreamers. However, if you spent a significant length of time with a group of leaders, the line splitting the achievers from the dreamers would become crystal clear.

What makes the difference? Attitude.

Achievers have a can-do attitude that sets them apart from mere dreamers. Achievers are sold out to success—no matter the obstacles—and they are willing to put forth the effort and pay the price of success.

In my days observing leaders, I have identified four main groups.

Cop-outs

These people set no goals and make no decisions.

Holdouts

These people have beautiful dreams, but they are afraid to respond to challenges because they lack the self-confidence to overcome difficulties.

Dropouts

These individuals clearly define their goals, and, in the beginning, they work hard to make their dreams come true. However, when the going gets tough, they quit.

All-Outs

These are the stars. They want to shine out as an inspiration to others. Once all-outs have set their goals, they never quit. Even when the price gets high and the challenges mount, they're dedicat-

ed. Their can-do attitudes carry them to greatness.

Here are 10 keys to cultivating a can-do attitude.

Key #1: Disown Your Helplessness

Can-do people aggressively pursue solutions, and, in the process, uncover creative solutions others never even try to find. Can-do leaders take responsibility for the future, whereas lesser leaders blame circumstances or other people when facing roadblocks. Rather than wallowing in helplessness, can-do leaders search diligently to overcome the obstacles in front of them.

Key #2: Take the Bull By the Horns.

Can-do people are fearless. They go straight to the source of their solution. Their very effort commands attention as they wrestle a problem to the ground with expediency. I have discovered that people with a can-do attitude have an aggressiveness about them. They take the bull by the horns. When they enter into the arena of action, they don't wait, they initiate.

Key #3: Enter the No Whining Zone.

Can-do people abstain from complaining. They recognize its futility and guard their minds and mouths against indulging in this time-wasting activity. As George Washington Carver observed, "Ninety-nine percent of failures come from people who have a habit of making excuses."

Key #4: Put On Another's Pair of Shoes.

Can-do people empathize with others. They attempt to see any predicament from the other person's perspective in order to make the best decisions. In my book *Winning with People*, one the 25 People Principles is the Exchange Principle, which says that instead of putting others in their place, we must put ourselves in their place.

Leaders see the world from their perspective and others' perspectives. They use their own perspective to give direction, and they use others' perspectives to forge relational connection. Both direc-

tion and connection are indispensable to taking the team on a successful journey.

Key #5: Nurture Your Passion.

Can-do people are immune to burnout. They love what they do because they've learned how to fuel the fire that keeps them moving. In leadership, the prize is not given to the person who's the smartest, nor to the person with the advantages in resources and position, but the prize goes to the person with passion.

Key #6: Walk the Second Mile.

Can-do people exceed expectations. While others settle for an acceptable solution, they aren't satisfied until they have achieved the unimagined. They set expectations for themselves higher than what is dictated by the people or situations around them.

Key #7: Quit Stewing and Start Doing.

Can-do people take action. While others are crippled by worry, fear, and anxiety, they have the fortitude to press forward. The perfect moment when all is safe and assured may never arrive, so why wait for it? Can-do leaders take risks.

Key #8: Go With the Flow.

Can-do people can adjust to change. They don't get caught griping about an unexpected curve in the road. They ac-

cept transition with an optimistic outlook. They realize it's less important what happens TO them, than it is what happens IN them.

Key #9: Follow Through to the End.

Can-do people not only initiate, they finish. They are self-starters with the capacity to close the deal.

Key #10: Expect a Return as a Result of Your Commitment.

If you make an all out commitment with a can-do attitude, expect a return. Passionate commitment is contagious, and resources follow resolve. Committed leaders will reap rewards and find open doors as others are drawn to the excitement and energy emanating from them.

Dr. John C. Maxwell has authored over 30 books, including such New York Times best-sellers as "Failing Forward" and "The 21 Irrefutable Laws of Leadership."

His Training program on building and developing leaders will be presented on March 19-20 in Bloomington, Minnesota for current and up-and-coming disc jockey industry leaders. For more information, visit <http://www.discjockeynews.com>.

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Defining Leadership The Lively Way

By Harvey Mackay

Back in 1977, Menachem Begin became prime minister of Israel. He was curious about a visit my friend Gordy Zacks had made to Egypt a year earlier. Back then it was nearly impossible for Jewish Americans like Gordy to gain access to Egypt. Begin thought Gordy might have useful insight into the thinking of mainstream Egyptians.

The first words Begin uttered to Gordy were: "Mr. Zacks, have you ever been in jail?" Not: How are you? Not: How was your trip? But, have you ever been in the slammer?



Gordy proudly said he never had been under lock-and-key. Begin then proceeded to describe how he had been in prison three times under the Soviets. Those three times helped give him a special ap-

preciation for freedom. Begin's unexpected words won Gordy over. Gordy's briefing of Begin, by the way, helped in a small way to prepare for the Camp David Accords and

the landmark peace treaty between Israel and Egypt.

Menachem Begin wasn't the only imprisoned leader Gordy came to know. He actively helped the dissident Natan Sharansky gain freedom in his struggle against unlawful Soviet detention, which included nine years in Siberia.

Encounters like those with Begin and Sharansky have prompted Gordy to look for leadership in unusual places. His new book – *Defining Moments: Stories of Character, Courage, and Leadership* – is a compelling chronicle of leadership in our time. Presidents, prime ministers and cabinet members have lined his Rolodex over the years. What makes Gordy's book a real eye opener are his accounts of not so well known people who have done bigger than life deeds:

Take the Danish fishermen who helped rescue nearly the entire Jewish population from Nazi-occupied Denmark and from certain death.

Or, the Bulgarian Orthodox Church clergy and the everyday Bulgarian citizens who helped thwart the Nazi machine from deporting Jews.

Or, the executive branch staffers who put together the plan that helped George H.W. Bush rescue hundreds of Jews from Ethiopia in the middle-1980s.

If Gordy's book is loaded with stories,

it's even richer on lessons:

"You don't need a title to lead – you need a passion." Gordy salutes "leadership moments" – those critical instants in life when people discover they can make a difference. Be prepared to stand up and follow your "moral compass" when the chips are down.

"Resistance to evil is good." From his friend the Nobel laureate Elie Wiesel, Gordy learned the lesson that, "Indifference to evil is evil." But, Gordy goes a step further. "What faces does evil wear?" Gordy asks. "You must have the sensitivity to spot evil in its subtle, early stages."

For a leader, "How you look . . . and feel . . . does matter." Gordy recounts how Ronald Reagan prepped for his first inaugural address. Instead of pouring over stacks of position papers, Reagan was out riding the range and cutting brush on his California ranch. It was critical for Reagan to convince the American public that the oldest U.S. president to enter office was strong and vital enough to do the job.

"Have the courage to do the right thing, because it's the right thing to do." He describes how Senator Henry Jackson, an advocate of strong U.S. defense policy, opposed a defense contract that would have benefited Boeing – the biggest employer in his home state. The reason? Jackson felt the

sale was not in our nation's best long-term interest.

"It's amazing what can be done if you don't worry about who gets the credit." Harry Truman was the first president to stress this idea, but it has also been a favorite of other presidents since then. The key issue in life is that things get done. As Gordy puts it, "Defining moments are the doors and windows of opportunity that invite you to make the world a better place. Very few of us will be remembered a thousand years from now, but you can attach yourself to a great cause that helps improve the world. That's the secret to a fulfilling and purposeful life."

As a provocative wind-up exercise, Gordy's book recommends that even young people take the time to write their own obituary. The sooner the better. None of us have a contract guaranteeing how long we will live. If we want to make a difference, there is no better time to start than today.

Mackay's Moral: "If not now, when? If not me, who?" – Hillel the Elder

Reprinted with permission from nationally syndicated columnist Harvey Mackay, author of the New York Times #1 bestseller "Swim With The Sharks Without Being Eaten Alive," and the new book "We Got Fired!...And It's the Best Thing That Ever Happened to Us."

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Jesus continued from front page

even get table ten to hear me and go up to the buffet. This is a guy who told stories and taught lessons that made an impact. In terms of voice and communication, it is hard to deny that Jesus had the skills.

On top of that, Jesus must have had great command. He was able to convince twelve disciples to leave their homes and follow Him with no promise of pay or fame or glory. His teachings began a movement that became a religion that is followed today by millions. People have chosen to live celibate lives in His honor. Martyrs have died in His name. Talk about a persuasive character. The way I see it, a guy like that can get a crowd to do a Conga line or the Electric Slide with no problem.

Jesus also would have been great at any type of function. He was raised Jewish and He loved children so you know He would have been a very popular Bar or Bat Mitzvah jock. Also, we're told His first miracle came at a Wedding, so He obviously understood the importance of the day for the Bride and Groom. Corporate parties? Well, since the busiest month for company gigs is December, right around the Holidays, I would think Jesus would be ready and eager to do a ton of work. I mean, I get fired up when anyone remembers my birthday, so for Jesus going to Christmas Parties, well I think you see what I'm getting at. Come to think of it, Jesus was definitely a party person. He loved get-togethers and always wanted to be included. In Matthew's Gospel, Jesus even said, "Whenever two or more of you are gathered in my name, there I am." This guy never wanted to be left out of a party.

One of the things I look for in a DJ is confidence. I never thought a timid person could walk out on an empty dance floor and have the nerve to invite people to dance. Anyone who lacks self confidence will be shaking in their tux shoes and not come across sincerely at all. In this respect Jesus would have caught my attention. In Mark's Gospel, you can read about how a father of a sick boy came to Jesus, telling Him of his son's ailments. Then the father asked Jesus to help, "if you can." Jesus almost seemed insulted, "If I can? Everything is possible for one who has faith." That's the kind of DJ I want working a forty person afternoon corporate party! Can you imagine that? The client comes up to the DJ table and says, "Excuse me Jesus. Maybe you could get these people dancing. If you can?" And even if Jesus was afraid,

this is a guy who faced His fears head on. His disciples warned Him about going to Jerusalem yet He went. This is not a guy who wouldn't play the Macarena for fear of being alone on the dance floor.

Finally, if you are a believer and follower of Jesus, if you accept everything in the Bible including the myriad of miracles attributed to Him, Jesus goes from being a talented DJ to, well, off the charts. Dancing ability? Anybody that can walk on water is certainly light enough on His feet. Run out of food or wine at your reception? No problem, Jesus will just whip up some more. And how many DJs have every had this thought: "If I could get this crowd dancing, I could raise the dead." Well....

Jesus would have made a great DJ company owner as well. One of the biggest challenges every Multi-op faces is finding good talent. And training them. Well, Jesus was great at that. As I already mentioned, He put together a crew of disciples and taught them everything He could. He told them parables to help them remember things and led the way by example. He drove his message home so well that 2,000 years later people still repeat His teachings. That's a pretty good legacy. If Jesus had taught that crew how to perform Bridal Party introductions or how to set up the YMCA, something tells me they'd remember it well.

Jesus also had great loyalty amongst His disciples (with the exception of one guy, but hey every Multi-Op has one Judas in their past!) I mean let's face it, if a guy can recruit and train a staff that is willing to die for Him, I think He could get enough DJs to work on Friday nights.

There are also ethical questions and temptations that face our industry that Jesus as a business owner would have to wrestle with. And when it came to resisting temptations, no one shined brighter than Jesus Christ. This is a guy who spent forty days fasting in the desert and then when He was tempted to turn rocks into bread to satisfy His hunger He said "No," and quoted scripture. Most of us can't even get past week one on a new diet! This guy was steel when it came to resistance!

So think about what tempts us. Downloading music? Not for Jesus. When He was questioned about paying taxes, Jesus said, "Give Caesar what is due Caesar." I think He would have the same opinion about the record industry. "Give them their \$11.99 for each CD and be happy you have good music to play,"

is probably what He would say. His opinion about giving Caesar his due probably means Jesus would never hide any cash from his tax return either. And how about the whole "bait and switch" thing that some Multi-Ops employ, promising the owner to clients only to switch the DJ at the last minute. No way would Jesus do that. I mean, in the Garden of Gethsemane when the Roman soldiers came to arrest Him, Jesus was surrounded by His disciples. And I've seen the movie, these guys were all dressed the same. That was the perfect time for a "bait and switch." So if Jesus didn't succumb to the temptation then, I guarantee He'd do every gig that He promised Himself on.

My favorite teaching by Jesus Christ is when He said, "You are the light of the world." He was saying that you should let your talents "shine" not hide them under a "bushel." Jesus lived that motto His whole adult life. He believed it was His duty to spread the Word of God and He did it. He did it every day with passion and commitment and He did it so brazenly it cost Him his life. As I've said, whether you believe Jesus was the Son of God or just some guy that had an unbelievable impact on the history of this world, you can't deny that Jesus never turned away from His calling. I realize it is far fetched to think of Jesus as a DJ but something tells me, if that had been His calling, Jesus would have done it passionately. He would have thrown Himself into DJing wholeheartedly. He would have worked day in and day out at being the best He could be. He would have read all the magazines, surfed all the websites and attended all the conventions. He would have shined His light as brightly and boldly as He could for all the world to see.

Not a bad lesson for all of us to learn about our industry. Don't hide your talents. Let them shine.

Merry Christmas!

Mike Walter is the owner of Elite Entertainment of New Jersey and a nationally recognized expert in the area of multisystem company development and staff training. You can contact Mike at mikewalter@discjockeynews.com.



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Fidelity Media Releases MegaSeg 4.0 With Universal Binary Support; Over 100 Improvements And Features

Fidelity Media has announced a major new software release, MegaSeg 4.0, available for immediate download at www.megaseg.com. MegaSeg, the premiere Pro DJ and radio automation software for the Mac, is now a Universal Binary running natively on both Intel and PowerPC-based Macs, and includes over 100 additional improvements and new features.

Along with Universal Binary support, OS X Tiger users of MegaSeg 4.0 will appreciate tight iTunes and Spotlight search technology integration, allowing for faster playlist access and iTunes importing. For multi-system installations, syncing library data across local networks is now possible via the new Bonjour (ZeroConf) networking support.

The overall interface is a major advance for the MegaSeg 4.0 release, both in terms of customization options and overall system responsiveness. Users may deselect unnecessary interface features to customize and simplify their experience for greater ease of use. Among other features are a robust set of color coding options, and new library display options, including hierarchical folder tree navigation.

The professional VJ will find much to love in MegaSeg 4.0. This upgrade includes a much-requested Ambient Video Playlist feature for continuous video output. This new video playlist will automatically display videos, Flash animations, or still images when audio only tracks play in the main playlist.

MegaSeg 4.0 is now available through Fidelity Media at www.megaseg.com for a suggested retail price of \$249 (US). A promotional discount price of \$199 is available through January 1st 2007. Owners of older versions can upgrade for \$59 (US) through January 1st, and \$79 (US) thereafter. Those who purchased MegaSeg on or after July 1st 2006 will receive the upgrade free, and be notified automatically via email. MegaSeg supports all Apple Mac G3, G4, G5, and Intel systems running Mac OS X 10.2 or higher, with a 600 MHz or faster processor, and a minimum of 512 MB of RAM.

For more information: www.megaseg.com

DigiGames announces the release of 2 unique new product lines available immediately.

The first product line includes the addition of dot matrix scoreboards capable of displaying A-Z and 0-9. "There has always been a need to display player's score and name electronically," said Tim Ramaker, President of DigiGames. "Our new systems accomplish that purpose." With a single click, the game show host can add the player's real name or fun name (up to 10 characters) and display it with their score. The displays make it possible to electronically show unique characters with rounded edges like Q's, R's, P's with multi colors. "Now we are able to show text and backgrounds in a variety of colors plus add wild graphics. This includes effects like balloons rising, objects shattering, and text raining or scrolling into position. The graphical possibilities are virtually endless," continued Ramaker.

The second product line released is a game show system with virtually damage proof LCD screens. Equipped with its own LCD screen, each player's podium displays high intense graphics and animations behind the player's name and score. "This enhances the experience for the player and the audience to give them a true TV show experience," says Thomas Dorshner, project manager. "Previously, mobile game

show systems were capable of displaying only the score. With so many trivia hosts throughout the world demanding more functionality, this product line makes almost any request from the end user possible."

Through DigiGames, four main types of models are available at four price ranges. These

Press Releases

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four can be categorized as:

1. Entry level models without scoreboards (fast easy setup for smaller parties)
2. Models with score-only displays (still a very usable professional unit)
3. Models with dot matrix displays for player's names, scores, and impressive graphics (the WOW factor)
4. Models with LCD displays for player's names, scores, and advanced graphics (the top of the line WOW)

Each model can interface with the USB port on any computer and be controlled by the software that DigiGames offers. The game show host can now concentrate on his show while the computer does all the work of score keeping, buzzer lockout, sound effect controlling, and more.

With DigiGames' focus on easy operating computer-controlled and stand-alone gaming, TV game shows are now available for mobile entertainers for clubs, weddings, and corporate venues. View the exciting product line from entry level fun units up through the amazing new graphic models at www.TriviaProducer.com or call them toll free 1-888-874-8427.

Elation Lighting Gives Widespread Options To Widespread Panic

Unpredictability is what gives Widespread Panic such a loyal and rabid following among fans, who never know what to expect at this Southern jam band's prodigious live performances. Guessing what direction any given show will take is part of the excitement for "Spreadheads" – or, as lead vocalist/guitarist John Bell puts it, "Surprises are something a lot of people dig...we're trying not to be predictable."

So when drawing up plans for Panic's 28-date U.S. tour this fall, Lighting Designer Candace Brightman wanted the visual show to be as free-wheeling and spontaneous as one of the group's marathon jams. To accomplish this goal, the much-celebrated Brightman, who served as LD for Grateful Dead for 20 years, worked with Andrew Gumper of AG Light & Sound (www.aglightandsound.com), which assisted in the programming and visual design of the show.

The duo chose a gear package built around 8 Power Spot 575IEs and 32 Power Wash 575Es moving heads from Elation Professional. Three truss arches were constructed over the stage, with the 8 Power Spots being positioned on the center arch. The Power Washes were placed 8 each on four separate strips of trussing encircling the stage, two extending diagonally at the front, and two running along the sides of the stage perpendicular to the arches.

"Candace was looking for something different," said James Watral of AG Light & Sound. "The Power Spots produce an amazingly varied palette of colors and array of effects over center stage. They can create virtually any visual look you want." Among the Power Spot 575IE's abundant effects: a full-functioning Iris, 11 colors plus white and UV, 16 replace-

able gobos on two wheels with gobo overlaying, a built-in 4.9mW red laser, and a 3-facet rotating prism. The Spots' versatility fits in with Candace's creative vision of "having a mish-mash of everything coming together in unison," said Watral.

The Power Wash 575E wash effects are used to splash color around the stage and out into the audience. They feature CMY color mixing, which produces smooth gradual color transitions in an infinite spectrum.

In addition to their versatile range of options, both of the 575-watt fixtures were also chosen because of the "brightness versus cost" factor, according to Watral. "They're brighter than 300s, but very reasonably priced for their high output."

Upon seeing the Power Spot 575IEs in action at the tour's first stop at Radio City Music

Hall in New York, Brightman said she found their brightness "amazing." She also was impressed by the Power Wash 575E's 8°-22° zoom.

Another benefit of the Power Spot 575IEs and Power Wash 575Es is that they come in a compact case the size of a 250-watt fixture. Their innovative small case design, along with their lightweight electronic ballasts, make them ideal for touring, said Watral.

"The Power Spots and Washes are definitely good to work with," commented Watral. "From a service standpoint, they stand up really well on tour."

For more information, contact Elation Professional toll-free at 866-245-6726. Fax: 323-582-3108. Address: 4295 Charter St., Los Angeles, CA 90058. Web: www.elationlighting.com Email: info@elationlighting.com

NORTHERN DISC JOCKEY CONFERENCE 06



The Disc Jockey News 2006 Northern Disc Jockey Conference saw a great mix of speakers including (top left going clockwise) Michael Port (author of "Book Yourself Solid"), Bryan Flanagan (Ziglar Director of Training), Peter Merry (author of "The Best Reception Ever"), and Carr Hagerman (author of "Top Performer").

The 2006 event was the largest of the northern dj conventions and 2007 promises to be even bigger with great content and even more toys in the exhibit area!

The 2006 DVDs are available online as well as advanced tickets for the 2007 event at <http://www.discjockeynews.com>.

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Monthly Music Charts

By TM Century

Pop

- | | |
|-----------------------------|---------------------------|
| 1. Justin Timberlake F/T.I. | My Love |
| 2. Hinder | Lips Of An Angel |
| 3. Fray | How To Save A Life |
| 4. Nickelback | Far Away |
| 5. JoJo | Too Little Too Late |
| 6. Ludacris F/Pharrell | Money Maker |
| 7. Akon F/Eminem | Smack That |
| 8. Evanescence | Call Me When You're Sober |
| 9. Fergie | Fergalicious |
| 10. Snow Patrol | Chasing Cars |

Rock

- | | |
|---------------------------|---------------------------|
| 1. Stone Sour | Through Glass |
| 2. Nickelback | Rockstar |
| 3. Disturbed | Land Of Confusion |
| 4. Tool | The Pot |
| 5. Shinedown | Heroes |
| 6. Three Days Grace | Animal I Have Become |
| 7. Breaking Benjamin | The Diary Of Jane |
| 8. Hinder | Lips Of An Angel |
| 9. Evanescence | Call Me When You're Sober |
| 10. Red Hot Chili Peppers | Tell Me Baby |

Urban

- | | |
|------------------------------|------------------------|
| 1. Birdman & Lil Wayne | Stuntin' Like My Daddy |
| 2. DJ UNK | Walk It Out |
| 3. Bow Wow | Shortie Like Mine |
| 4. Lil' Scrappy F/Young Buck | Money In The Bank |
| 5. Jay-Z | Show Me What You Got |
| 6. Justin Timberlake F/T.I. | My Love |
| 7. Beyonce | Irreplaceable |
| 8. Chris Brown | Say Goodbye |
| 9. Jim Jones | We Fly High |
| 10. Ludacris | Money Maker |

Country

- | | |
|----------------------|-----------------------|
| 1. Carrie Underwood | Before He Cheats |
| 2. Rascal Flatts | My Wish |
| 3. Sugarland | Want To |
| 4. Kenny Chesney | You Save Me |
| 5. Tim McGraw | My Little Girl |
| 6. Montgomery Gentry | Some People Change |
| 7. Brad Paisley | She's Everything |
| 8. Keith Urban | Once In A Lifetime |
| 9. George Strait | It Just Comes Natural |
| 10. Taylor Swift | Tim McGraw |

The DJ Swap Shop

For Sale: Purchase the BPM List 2006 Edition today at bpmlist.com." (TFN)

For Sale: 1 Pair Lotus light fixtures less lamps \$180 ea, Excellent condition. 4 Fiesta light fixtures \$160.00 Excellent Condition, 1 Pair of American Dj 750 Mega Strobes/ with controller. \$200.00. 1 pair of MTX Dual 15" commercial subwoofers felt covered/ with hand grips. These custom Made to fit under pair of Klipsch Lascas. Pick up or freight would kill you. \$2000. 1 pair Klipsch Lascala's above average condition, Pick up only. \$2250.00. Trussing, stands, clamps,

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For Sale: The remaining DVD sets from the Southern Disc Jockey Convention from Dallas in April of 2006. We have a few sets remaining and we are blowing them out at \$145.00 per set. The 3 disc set includes presentations by Bryan Dodge, Bryan Flanagan, Ron White plus many more! Once these sets from the initial run are gone they will not be reproduced. <http://www.discjockeynews.com>

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January 18-21, 2007

<http://www.NAMM.com>

Midwest Mobile Entertainer's Seminar

Wichita, KS

January 21-22, 2007

<http://www.wa2dja.org/mmes07.htm>

Mobile Beat Las Vegas Convention

Las Vegas, NV

February 20-22, 2007

<http://www.mobilebeat.com>

Leadership Conference

Minneapolis, MN

March 19-20, 2007

<http://www.discjockeynews.com>

NAME's Building For The Future

Atlanta, GA

April, 16-18, 2007

<http://www.djkj.com>

Camp Mobile Beat

Sturbridge, MA

June 26-28, 2007

<http://www.mobilebeat.com>

DJ Times DJ Expo

Atlantic City, NJ

August 2007

<http://www.djtimes.com>

Disc Jockey News Northern Conference

Bloomington, MN

October 28-30, 2007

<http://www.discjockeynews.com>

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