

Disc Jockey News

PRESORTED STD.
U.S. POSTAGE
PAID
SAUK CENTRE, MN-
PERMIT NO. 42

JUNE 2009

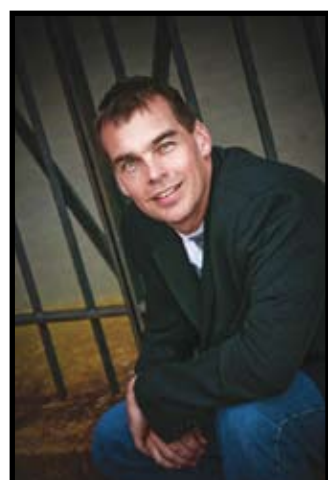
The Monthly Disc Jockey Newspaper

Free

The Q Corner, Where Quality Meets Quantity

By Mike Walter

You pull up to a 60th birthday party and there are spotlights crisscrossing the evening sky. There's a guy with a hot dog cart grilling frankfurters and sausages in the parking lot. You walk in and the place is packed. Jazz band playing some timeless numbers, DJ about to open. You see some pretty big industry people. Mike Buonaccorso. Marcello. Jimmy Johnson.



You think, this isn't just some regular old birthday party is it?

And the answer of course is "No."

The true measure of a man is the friends

he surrounds himself with. The friends who will drive hundreds of miles to attend his birthday party, or even fly in from great distances. And in that regard, I know no better man than Mr. John Rozz.

Surely you've heard of him. One of our industry's biggest names and most endearing legends. Member of the Mobile DJ Hall Of Fame? Check. Winner of DJ Times DJ of the Year? Check. Winner of Mobile Beat's DJ of the Year? Check. And those are just the big ones. John was winning awards and speaking on the circuit before many of us had even thought about DJing. And before he was DJing he was performing in bands. To say he lives and breaths music is to leave out the fact that he eats and drinks it too.

So where do I start recapping this man's career? How about at age 12, in 1961. John's cousin is a member of the Silvertones who score a minor hit with "My One And Only Love." John's asked to perform with them and he jumps at the chance. He starts out playing the cowbell but soon enough he's



learned the Clarinet, Tenor Saxophone, and percussion. He even sings back up vocals.

Sun Tzu says "opportunities multiply as they are seized" and this holds true with John's early career. He has the chance to share the stage with some other local Connecticut bands including Fred Parris & Five Satins ("In The Still Of The Night,") The Nutmegs ("Story Untold,") and Gene Pitney

("Town Without Pity.")

Skip ahead to the mid-70s. John is hanging around a local New Haven record shop buying 45s and making mixed tapes of songs (or "joints" as he calls them.) He's even producing some local artists. He's approached by a guy who is doing a "record hop" and wants John to come "MC" it. Spark the crowd a little. John shows and does his thing. After so many years of being on stage this is natural for him. He does some music trivia, some dance contests and some "Name That Tune." Next thing you know, Voila! he's bitten by the bug.

The two start working together as "The Big Daddy Revue." (No, not that Big Daddy.) They take any gig they can get: "oldie dances", birthdays, picnics, firehouses and Bars. They are getting a coupla hundred bucks a show and that's some real money for the times. John uses his contacts from his band days to help fill the calendar. Besides "oldies" making its first of so many revivals, there's a new dance sound that is dominating the airwaves and Top 40 lists: Disco. John chalks a lot of his success up to "right time, right place," very humbly leaving out

Continued on page 2

Disc Jockey News Conference 2009 — IS ALL MOST HERE —



Will you be here in 09?

Seminars • Parties • Great Gear Deals!

June 15-17, 2009

Sheraton Hotel, Minneapolis South

<http://www.discjockeynews.com/djnc09.asp>

Disc Jockey News

www.discjockeynews.com

29442 120th St.

Grey Eagle, MN 56336

Phone: 320-285-2323

Fax: 320-285-5264

Published by The Disc Jockey News Corporation

President/Editor

Lori Young

320-285-2323 office

612-597-2998 cell

editor@discjockeynews.com

Sales Manager

John Young

sales@discjockeynews.com

320-285-2323 office

612-597-4499 cell

Sales:

320-285-2323 office

320-285-5264 fax

sales@discjockeynews.com

Classified:

<http://www.discjockeynews.com>

swap@discjockeynews.com

Press Release Blog:

<http://www.discjockeynews.com/discjockeynews>

press@discjockeynews.com

Deadlines: Advertisement deadlines are the 20th of the month. The publication is distributed to all zones on the 1st of every month.

Letter to the Editor: Questions can be submitted to the editor or writers of the paper via mail, website blog or email. All letters must have complete contact information included for use and publication. Personal information will not be published in the letter areas.

Classified ads: Personal classified ads are free for the first 30 words and \$.50 per word there after. Classified ads must be paid in full prior to publication. Ads can be submitted via mail with an accompanying check or they can be submitted via email. We reserve the right to edit or reject questionable ads. Classified ads taken via telephone will receive an additional \$2.00 handling fee.

Subscriptions: Subscriptions to the Disc Jockey News are free to all disc jockeys and entertainers. Subscriptions are available through sign up on the website.

Advertising: Our ad takers have no authority to bind this newspaper and only publication of an advertisement shall constitute final acceptance of the advertiser's order.

Press Releases: Press releases and photos can be submitted via email or CD to the Disc Jockey News by advertisers. Releases may be edited for content and size.

Photos: Photos can be submitted to the Disc Jockey News via email. Photos must be in jpg format with a minimum of 1500 pixels (300 dpi at 5 inches wide) for publication.

The Disc Jockey News is published monthly by The Disc Jockey News Corporation, 29442 120th St., Grey Eagle MN 56336.

Continued from page 1

the third part of that equation: "right man," which John certainly is. His combination of presence, personality and interaction are light years ahead of the time. Most "Mobile DJs" in the 70s were happy to just be putting a needle on a record and here's John not only



playing music but getting involved with the guests. Whether it's dancing or games or whatever. He is doing more than just playing music.

In 1978, John opens his own company: Sound Spectrum Entertainment. His brand of entertainment is so unique he is filling, not just his own schedule, but the schedules of 3 or 4 others DJs on staff, all on his personal referrals alone. Besides being the party motivator and MC, John is adding some unique twists to his show. His "Simon Sez" is all the rage. Plus he's still got his saxophone from the band days and he can dust it off at gigs to highlight certain tracks. As the

Mobile DJ Industry immerses, John Rozz is right there at the inception, offering his talents and unwittingly directing the future of this industry. If there were a Mt Rushmore for Mobile DJs, John Rozz's face would be up there. And he'd be smiling ear to ear, proud of what he helped create.

So you look around this 60th birthday party and you see it for what it is. A true celebration of a man who has not only been a success but has helped so many around him be a success. He's got 7,500 events under his belt (and that's just the DJ gigs, if you add in the band stuff, John has done over 10,000 events) and there's no sign of John slowing

down. He's spun for the rich and famous (how's John Travolta's 50th Birthday for a nice gig to add to your resume?) as well as the not so rich and not so famous (John still loves to mix it up at school dances.) He's DJed all over the country and internationally as well. Plus he produced and MCed some huge events, none bigger than the Millennial Celebration in Times Square. Of the over 300 people that came to Wall-



ingford Connecticut to toast him, we had all been touched in some way by this man.

So you pull out of the parking lot and head home after such an event, feeling better for having been in attendance and for knowing a John Rozz. For us it was a three-hour ride home, a long enough drive for me to think: this moment is important . . . this man is important. I have to write an article about this.

I hope you share these feelings with me and if you ever bump into Mr. John Rozz hope you take a moment or two to thank him. He helped create an industry that so many of us have been successful in. He was there at the beginning and over thirty years later he's still out there, happy to spin his "joints" for just about anyone that'll listen.

Happy Birthday John!

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.

GIVE YOUR MICROPHONE A FACE LIFT!!



Change the logo or image in a matter of seconds.

RECOGNITION:
Every photo of you or anyone else using your microphone will include your logo or company name.

Designed, produced and sold by a fellow Radio/Mobile D.J.

WWW.MICFLAG.BIZ

DJ Music List

The 2009 Edition is Here!

A handy checklist of the most requested songs played by mobile DJs. Nearly 2,000 songs are grouped by music genre and indexed by artist, with the chart year and a check box next to each title.

See which essential songs are missing from your collection, or use the list to pick out songs to play at your events. You may also distribute copies to clients; guide them away from eclectic music with this list of music requests designed to keep the dancefloor active.

Distribute FREE Copies to Employees and Clients!

See web site for limited license.

\$25.00

Spiral bound or PDF Download

www.djmusiclist.com

Decision Making Defines The Leader

By Harvey Mackay

My favorite "Peanuts" character, Charlie Brown, is on the pitcher's mound and saying to himself: "It's the last of the ninth. The bases are loaded. There are two out, and the count is three and two on the batter. If I get him out, we win!" At this point, Charlie is surrounded by his friends and teammates who are shouting, "Throw him a fastball! Throw him a curve!" And so on.

All alone on the pitcher's mound, Charlie thinks to himself, "The world is filled with people who are anxious to serve in an advisory capacity."



Anyone who has management responsibilities understands that decision-making can be precarious. Choose well, and you are a hero. Make a bad choice, and your career could be over. Is it any wonder that many people really struggle in making decisions?

Or as Yogi Berra said, "When you come to a fork in the road, take it."

After you've done all your homework, when making decisions, I've found that you have to trust your gut. Deep down, you know what's right. If not, I always check with people I trust to give me the knowledge on all sides. Psychologist Joyce Brothers advises, "Trust your hunches... they are usually based on facts filed away just below the conscious level."

Sigmund Freud was once asked why it is so difficult for some people to make decisions. He shocked people when he said he asks them to toss a coin. He went on to explain: "I did not say you should follow blindly what the coin tells you. What I want you to do is to note what the coin indicates. Then look into your own reactions. Ask yourself: Am I pleased? Am I disappointed? That will help you to recognize how you really feel about the matter, deep down inside. With that as a basis, you'll then be ready to make up your mind and come to the right decision."

We grow by making decisions and assuming responsibility for them. You're not going to be right all the time. In fact, President Harry Truman said, "Whenever I make a bum decision, I just go out and make another."

Andrew Carnegie felt much the same way, that making decisions is a measure for success. He said: "It has been my experience that a man who cannot reach a deci-

sion promptly once he has all the necessary facts for the decision at hand, cannot be depended upon to carry through any decision he may make. I have also discovered that men who reach decisions promptly usually have the capacity to move with definiteness of purpose in other circumstances."

Strong leaders have no problem in making decisions. They are confident that their decisions are the best. Warren Buffett, CEO of Berkshire Hathaway, said, "My idea of a group decision is to look in the mirror."

Abraham Lincoln faced some of the most difficult decisions any president has encountered when he presided over a nation that was split down the middle on the issue of slavery.

In 1863 Lincoln, worried about the future of a nation breaking apart at the seams, made a bold decision to take charge, take risks and move ahead. He wrote one of the most profound statements about human rights of all time, the Emancipation Proclamation.

He took these ideas to his cabinet, which then numbered only six. After reading the Proclamation to them, he asked for their consensus and support. The vote, including Lincoln's, was two "ayes," and five "nays."

Lincoln announced the vote as recorded, two "ayes," five "nays." And he said,

"the 'ayes' have it."

Few of us will ever have to make a decision that monumental, but as managers we will have to make plenty of smaller decisions that affect the lives and careers of our employees.

James Barksdale, former CEO of Netscape, was a charismatic manager whose maxims endeared him to his employees. One of his favorites was formulated at a management retreat soon after he took over Netscape. It's known as his three-snake rule:

- The first rule: If you see a snake, kill it. Don't set up a snake committee. Don't set up a snake user group. Don't write snake memos. Kill it.

- The second rule: Don't play with dead snakes. (Don't revisit decisions.)

- The paradoxical third: All opportunities start out looking like snakes.

Mackay's Moral: Don't be afraid to make a decision. Be afraid not to make a decision.

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."

METRO SOUND & LIGHTING

(Just off Snelling & I-94) 1731 University Ave. W., St. Paul
(651) 647-9342
metrosoundlighting.com



For details or to order!!



BUY ONLINE!! GO to shopMSL.com

HUGE price reductions
NOW save up to an **EXTRA 33%**
on select **American DJ** LED EFFECTS
and **AMERICAN AUDIO**
MP3/CD PLAYERS!!



PRO DJ EQUIPMENT: PA • LIGHTING •

DJ • RECORDING • KARAOKE

MDJ ad43 09.0429

Influence: Connecting With People

By Dr. John C. Maxwell

As a train's source of energy and direction, the locomotive plays a vital role. However, unless a locomotive connects to other cars on the track, it is relatively useless. A train's value comes from its ability to transport massive amounts of cargo, and doing so requires the locomotive to link up with dozens of freight cars. Traveling by itself, a locomotive would arrive at its destination empty-handed. In that case, its journey would be nothing more than a waste of fuel.

Leaders are like locomotives in that they're blessed with drive, energy, and vision. However, until leaders learn the art of connection, their influence remains minimal. In isolation,

their talents accomplish little, and their efforts are squandered.

Let's look at practical ways whereby leaders can make meaningful connections

with others.

8 Steps for Connecting with People #1 Don't Take People for Granted

Weak leaders get so caught up in the vision of where they're going that they forget whom they're trying to lead. Instead, leaders would be wise realize that connecting to people and developing them are the surest ways to gain influence. Results happen through relationships.

#2 Possess a Difference-Maker Mind-set

A hesitant and indecisive leader doesn't enliven the hearts or imaginations of people. On the contrary, leaders who influence and inspire have a difference-maker mind-set. They connect with others by passing along an infectious confidence in their ability to succeed.

#3 Initiate Movement Toward People

Freight cars sitting on the railroad tracks won't go anywhere by themselves. They will rust and collect dust unless a locomotive makes contact and connects to them. Similarly, most people stay parked due to self-doubt, fear, or absence of vision. It takes the connection of a leader to tap into their potential and rouse them to action.

#4 Search for Common Ground

Anytime you want to connect with a

person, the starting point should be shared interests. If you're attentive to the hobbies, histories, and habits of those you lead, then you will find ample areas of common ground. Launch out from these areas of agreement to build rapport.

#5 Recognize and Respect Differences

We are capable of finding common ground with others, but at the same time we need to acknowledge that we're all different. The greatest influencers realize that differences ought to complement rather than clash. When you demonstrate regard for diverse personalities and meet people on their terms, they will appreciate your sensitivity and connect with the understanding you've shown.

#6 Learn the Key to Others' Lives

People have core motivations that vary drastically, and a leader has to discern them to forge a connection with others. Generally, the key can be unearthed by examining what a person has already done in life and by discovering what he or she aspires to do in the future. Once you've found the key, do not exploit it. Turn the key only when you have the person's permission, and always use it for his or her benefit - not your own.

#7 Communicate from the Heart

Nothing repels people like a phony

leader. Be authentic when you speak, and align your actions and words. People respond to passion, and they will latch onto a vision when it's communicated directly from the heart.

#8 Share Common Experiences

Shared experiences cement a relationship. For this reason, it's wise to be intentional about eating out with teammates, inviting them to join you on an errand, or taking in a play or ballgame together. The more time you invest in those you lead, the greater the connection you will forge with them.

Summary

One is too small of a number to achieve greatness. No one ever accomplishes alone what he can do in partnership with others. If you're looking to grow as an influencer, start by strengthening your connections with the people around you.

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



The ADJA

"OFFERS MORE"

So DJs Can Build & Grow Their Business!

"We Help DJs Build & Grow Their Business"



EDUCATION

- ADJA exclusive DVD Instructional Series featuring key topics for the professional DJ
- Learn to educate consumers on how to choose a truly professional Disc Jockey

NETWORKING

- Network with other professionals in your city and across the country
- Build and grow YOUR business and help encourage success among other ADJA members

SUPPORT

- Membership has its benefits! As a member you will receive: Discounts on Liability and Property Insurance, Exclusive Legal & Accounting Advice, A Mobile Beat Magazine subscription, Music Discounts, Marketing Materials and much more...

We Offer More!

- ✓ Real local chapters provide "more" education, networking and support.
- ✓ "More" benefits that "benefit" you.
- ✓ "More" education to you, your employees and your clientele.
- ✓ "More" ADJA members in "more" places.
- ✓ Exclusive streaming media in HD
- ✓ Exclusive online Webinars.
- ✓ One-of-a-kind "DJ in need" program (see www.adja.org for more details).

"More" Unity – the ADJA is bringing together "more" DJs, in "more" parts of the world, than any other DJ association!

BECOME A MEMBER TODAY!

Visit our web site for detailed information and membership application: www.adja.org

ADJA • 20118 N. 67th Ave., Suite 300-605 • Glendale, AZ 85308 • 888-723-5776 • office@adja.org

What's So Social About Social Media? How Social Are You?

By Jeffery Gitomer

It started like a small bunch of burning leaves. A little MySpace here and there – a blog or two. And then the wind picked up. Facebook, YouTube, LinkedIn. Growing from a windstorm to a firestorm, social media is a tornado running wild over the Internet plains.

How social are you?

How serious are you about social media?

REALITY: You can't ignore it. Hundreds of millions of people are involved so far, and it's just a few years old.

I tried to ignore it for a while, but it soon became apparent that this was the

new, new wave – about a year ago I became a player.

I admit I have an edge. I have a lot of readers and followers who are interested in what I have to say and want to know what my immediate thinking is. That's two of the values in social media – it's immediate and it's informative. It's also fun – that's why Facebook and YouTube are worth BILLIONS

The major networks in social media are growing by the second...

- For photos, it's Flickr – worth billions
- For videos, it's YouTube – worth bil-

lions

- Social networking for the younger set starts with MySpace – an original
- Social networking for the growing and grown set, it's Facebook – worth billions
- To get connected and network with the business set, it's LinkedIn.

And for that private message, there's texting – it's easy for me – I have an iPhone.

And that is just a partial picture. There's more...

- For individual expressions, there are weblogs, or blogs.
- If you want to say a few words, there's micro-blogging and interconnecting – also known as Twitter – worth billions.
- For chronologging it's Wikipedia – worth billions.

• And of course, there are your personal website and business website. Priceless

All of these medias are, or try to be, socially engaging – sticky if you will. All of them are, or try to be passed on – viral if you will. Or, better stated, if you tweet, are you good enough or bad enough to be re-tweeted?

I have made a serious commitment to “socialize.” To expose more of my personal self, and my business self, through social media. I will still maintain my value-based philosophy, but I will personalize it, and humanize it to a point that others are attracted to it, benefit from it, and want to pass it on to others.

I will be social and viral at the same time.

So, what does this mean to you?

What's the opportunity to you and for you?

Why should you get involved?

Social media is an opportunity, a new frontier, a space in cyberspace that gives you an individual place to play, build awareness of you and for you, brand yourself, and potentially profit.

You have to ask yourself ...

Where's the beef?

Where's the fun?

What's the value? Both to others and yourself.

And how – if desired – do you monetize it?

Well, unless you're one of the few people in an ownership or founding position of these social medias, your monetizing opportunities are at the moment limited – in spite of various claims by “experts.”

Here's what I recommend to get going and get positioned, so that your value – either in social, business, fun, or money -- can be realized:

- Sign on.
- Establish an account on each of the major medias.
- Post something.
- Tweet something.
- Connect with someone.
- Do it yourself.
- Do it every day.

And learn by updating as much as you can on your own.

Social media is fluid – it moves and changes daily. It's text, audio, photo, and video. It's every media and it's every second. It's current and it's constant. Ever see a section of a website labeled “latest news” and when you click it, the last update is from 2004? Not good.

The Internet is instant. Social media is instant. And you have to be ready to participate consistently, and in a meaningful way, if you want to win.

Please don't wait.

If you would like a little more information on how to get a bit more social media savvy, go to www.gitomer.com, register if you're a first-time visitor, and enter the words SOCIAL MEDIA in the GitBit box.

Jeffrey Gitomer is the author of *The Little Red Book of Selling* and *The Little Gold Book of YES! Attitude*. 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.

The Swap Shop has gone digital

USED GEAR ONLINE

You can find the free classifieds online at:

<http://www.discjockeynews.com/swapshop.asp>

You can sign up for the bi-weekly Swap Shop email at:

<http://www.discjockeynews.com/emailsignup.asp>

email your swap shop 'for sale' or 'wanted' ads to:
swap@discjockeynews.com

The Swap Shop emails reach over 2500 DJs every other week with Tuesday delivery. The Swap Shop is for personal DJ classified items only (DJs selling gear or looking for something). Business links are available.

DISCOUNT PRICING
FAST SHIPPING
& EXCITING STORES

LIGHTING

COMPUTER

CASES

CD & VIDEO

MICS

SPEAKERS

L.E.D.

BABYLON, NY
1015 Sunrise Highway
W. Babylon, NY
631 321 1700

QUEENS, NY
181-24 Long Island Expwy
Fresh Meadows, NY
718 762 0100

idjnow.com
Call or Click
1 800 355 7746

idjnow
PRO AUDIO | LIGHTING | VIDEO
idjnow.com

Starting From Scratch

By Jeff Richards

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

What do I mean by this? Too many times I hear of DJs who will get a call for a particular type of party and book it even though they may not be qualified to handle that event. How many times have you seen this statement on a DJ web site or business card: "Music for any occasion." That may be true but music for any occasion doesn't necessarily mean you're the "DJ for every occasion." There is so much more to being a DJ than "Just playing music for any occasion."

I got the idea of this article after perusing a DJ chat site where several DJs were asking questions about doing events that was going to be their first time and had no real clue what to play or how to emcee it. They booked these events, some bragged about how much they charged but then asked "What songs should I play?" The party was the next night and if they can't figure out what songs to play at a 70's disco party, then maybe they shouldn't have booked that event. I don't know how many times I have read "I'm doing my first prom" or "I'm doing my first wedding and I need to know....." For an event as important as a prom or a wedding, on the job training isn't a good business plan. It can only lead to possible failure and embarrassment for the client as well as the DJ.

How does one match a DJ and a client together for the best fit possible? It all starts when you answer your phone, e-mail or other inquiries. Start by framing your mind to think I DO NOT HAVE

TO BOOK EVERY EVENT that calls. Then when speaking on the phone or answering e-mails ask important questions and not just the date of the event. Find out if it is an event that you specialize in, have experience in and would enjoy performing. Most of the better DJs will specialize in one or two areas. (schools, weddings, clubs, Bar/Bat Mitzvahs, corporate etc.) If you are a club DJ then you may not be the right type/style of DJ for a Mitzvah. If you are a wedding DJ then you may not be right for a club dance. Each style of event needs a different style of DJ with a different kind of personality and work presence. There are three basic points with a client that should be made before you book your next event.

1) The Personalities: The personalities of the DJ and the client must match in some form for the client to agree to hire them. It should be the matching of the personalities rather than the low rates or cool equipment that draws a client to a particular DJ. Some clients have high energy/wild and crazy personalities and should hire this type of DJ. Some clients are very quiet and reserved and need a DJ who can excel with this style of performance. Sitting down face to face when you are speaking with a client about booking your service will help both you and the client to really know if you're the right combination. When you speak over the phone the personality of the other individual may not be clear to either party as to what is needed and what is expected. If you have a bright green Mohawk hair style then the client looking for a high class, sophisticated corporate master of ceremony/DJ may not wish to hire you. At the same time a high school may hire you because you can relate

more to the students than a 80 year old disc jockey with an eight-track tape player. Every DJ has a different personality and you should select the types of events that best suits your characteristics and your personality.

2) The Needs Of the Client: The needs of the client must be met by the DJ. If the DJ lacks the exact thing(s) a client is looking for they will/should move onto one that fits their needs. They may need someone to hold their hands and explain how the ceremony will run, what will happen at the introductions and the reception as well as how to plan the party with the correct flow to make everything perfect for their special night. They may need you to help select the right songs or teach them about creating special moments. Some clients may need you to teach their guests line dances or the hottest Hip-Hop moves. If you lack the experience of performing wedding ceremonies and receptions then you will need to get experience from another DJ who is skilled in these procedures or pass the event to another. There is so much more to a client's needs than "just music"

3) The Equipment: Equipment is just a tool we use for our business, but without the correct tools it can lead to problems. If a client calls and wants karaoke but you don't already have the players, music and monitors then it would be best to pass on that event. What If they want big screen TVs and BIG BANG BASS and you don't have that? The DJ without those items needed for the event shouldn't book the event, take the money, make promises to the client with a high probability of not delivering the event the client expected and paid for. Sure you maybe able to rent the equip-

ment you need, but this can also lead to unexpected problems. Rental equipment failure is a huge problem. You can rent extra speakers and subs for a school dance and then find after the contract is signed that it will cost you more then you charged the client. Make sure you have the equipment necessary before you book the event.

I know that I am not the DJ for an event such as a Bar/Bat Mitzvahs. I also tend to stay away from "Kids" events like Birthday and elementary or Junior high/middle school events. I also do not do the "Big Show" and hand out props like glow sticks and hats for the Y.M.C.A. but there are DJs who specialize and love to perform for these types of events and do a great job. I could do alright but probably not what the client was truly looking for. With the wide variety of clients, their life styles, ethnic backgrounds, sexual preference, language and so on - no one DJ should think that they could possibly cover "Every Event" that is available to work. It is up to the DJ if they wish to spread themselves out thin and attempt to cover everyone's different needs in pursuit of the dollar or if they want to be really good at that one or two special items. IMO it is much to difficult to be the "DJ for everyone" because of the diverse world we live in.

To respond to Jeff's column send an e-mail to jeffrichards@discjockeynews.com Jeff Richards has over 27 years of experience as a DJ/Entertainer and can be found at www.PartyTimeProductions.biz Jeff has served two terms as 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.

Is Your Website BORING?!

Let's face it, these days everyone has a website.
So what makes your website **STAND OUT?**

FACT: Research shows that visitors spend MORE time on exciting, dynamic websites with engaging content.

We can help!

DJ Intelligence is the fastest and simplest way for you to enhance your existing disc jockey website with engaging, interactive content. No programming required.

- Music Search & Request System
- Dynamic Availability Checker
- Savable Event Planning Forms
- Customizable Event Timelines
- Complete Online Event Booking
- Instant Price Quote Generator
- Post-Event Satisfaction Survey
- Credit Card Payment Gateway
- Guest Request List System



DJ Intelligence™
"Smarten Your Website"

No software to download or install.
Works with any website, hosted at any ISP.
Adds onto your site in seconds.
100% customizable.

Add these features to your existing DJ website today at:

www.djintelligence.com

Don't yet have a website? We can help! Visit our site for details.



THE LARGEST & MOST SUCCESSFUL ENTERTAINER ASSOCIATION IN THE USA

WE PROVIDE MORE PROFESSIONAL ENTERTAINERS ACCESS TO...

The Best Insurance Benefits
(Discount Liability, Equipment & Medical)

Comprehensive Business Benefits

Member Marketing Campaigns

National and Local Networking

Referrals, Seminars, Conferences & Education

A FULLTIME STAFF DEDICATED TO YOUR BUSINESS NEEDS

VISIT WWW.NAMEENTERTAINERS.COM CALL 800 434-8274

Don't Be Fooled By Other Associations Slick Presentations

Monthly Music Charts

By TMStudios.com

Pop

- | | | |
|----|----------------------|--------------------------------|
| 1 | Black Eyed Peas | Boom Boom Pow |
| 2 | Lady Gaga | Poker Face |
| 3 | Jamie Foxx | Blame It |
| 4 | Beyonce | Halo |
| 5 | Shinedown | Second Chance |
| 6 | Britney Spears | If U Seek Amy |
| 7 | 3OH!3 | Don't Trust Me |
| 8 | All-American Rejects | Gives You Hell |
| 9 | Miley Cyrus | The Climb |
| 10 | Flo Rida | Right Round |
| 11 | Jesse McCartney | How Do You Sleep? |
| 12 | Kelly Clarkson | I Do Not Hook Up |
| 13 | Soulja Boy Tell'em | Kiss Me Thru The Phone |
| 14 | Kelly Clarkson | My Life Would Suck Without You |
| 15 | Kid Cudi | Day N Nite |

Urban

- | | | |
|----|----------------------|--------------------|
| 1 | Jeremih | Birthday Sex |
| 2 | Keri Hilson | Knock You Down |
| 3 | Pleasure P | Boyfriend #2 |
| 4 | Kid Cudi | Day N Nite |
| 5 | Soulja Boy Tell'em | Turn My Swag On |
| 6 | Jamie Foxx | Blame It |
| 7 | Hurricane Chris | She's Fine |
| 8 | Ciara | Never Ever |
| 9 | Rick Ross | Magnificent |
| 10 | Young Money | Every Girl |
| 11 | Birdman F/ Lil Wayne | Always Strapped |
| 12 | Fast Life Yungstaz | Swag Surfin |
| 13 | Beyonce | Halo |
| 14 | Keri Hilson | Turning Me On |
| 15 | The-Dream | Rockin' That Thing |

Country

- | | | |
|----|-----------------------|-----------------------|
| 1 | Brad Paisley | Then |
| 2 | Sugarland | It Happens |
| 3 | Keith Urban | Kiss A Girl |
| 4 | Kenny Chesney | Out Last Night |
| 5 | Dierks Bentley | Sideways |
| 6 | Montgomery Gentry | One In Every Crowd |
| 7 | Zac Brown Band | Whatever It Is |
| 8 | Lady Antebellum | I Run To You |
| 9 | Alan Jackson | Sissy's Song |
| 10 | Jason Michael Carroll | Where I'm From |
| 11 | Toby Keith | Lost You Anyway |
| 12 | Eli Young Band | Always The Love Songs |
| 13 | Taylor Swift | You Belong With Me |
| 14 | Carrie Underwood | I Told You So |
| 15 | Billy Currington | People Are Crazy |

Rock

- | | | |
|----|---------------------|-------------------------|
| 1 | Papa Roach | Lifeline |
| 2 | Green Day | Know Your Enemy |
| 3 | Shinedown | Second Chance |
| 4 | Seether | Careless Whisper |
| 5 | Theory Of A Deadman | Hate My Life |
| 6 | Chickenfoot | Oh Yeah |
| 7 | Saving Abel | Drowning (Face Down) |
| 8 | Shinedown | Sound Of Madness |
| 9 | Pearl Jam | Brother |
| 10 | Nickleback | Something In Your Mouth |
| 11 | Metallica | Cyanide |
| 12 | Theory Of A Deadman | Bad Girlfriend |
| 13 | Disturbed | The Night |
| 14 | AC/DC | Rock 'N' Roll Train |
| 15 | Drowning Pool | 37 Stiches |

Adult Contemporary

- | | | |
|----|------------------------|-----------------------------|
| 1 | Taylor Swift | Love Story |
| 2 | Jason Mraz | I'm Yours |
| 3 | Daughtry | What About Now |
| 4 | Leona Lewis | Better In Time |
| 5 | Coldplay | Viva La Vida |
| 6 | Gavin Rossdale | Love Remains The Same |
| 7 | Miley Cyrus | The Climb |
| 8 | Seal | If You Don't Know Me By Now |
| 9 | Fray | You Found Me |
| 10 | David Archuleta | Crush |
| 11 | Lionel Richie | Just Go |
| 12 | David Cook | Light On |
| 13 | Matt Nathanson | Come On Get Higher |
| 14 | Jim Brickman W/Rush... | Never Far Away |
| 15 | Plain White T's | 1, 2, 3, 4 |

Alternative

- | | | |
|----|----------------------|------------------------------|
| 1 | Green Day | Know Your Enemy |
| 2 | Kings Of Leon | Use Somebody |
| 3 | 311 | Hey You |
| 4 | Silversun Pickups | Panic Switch |
| 5 | Anberlin | Feel Good Drag |
| 6 | Cage The Elephant | Ain't No Rest For The Wicked |
| 7 | Seether | Careless Whisper |
| 8 | Rise Against | Audience Of One |
| 9 | Incubus | Black Heart Inertia |
| 10 | Linkin Park | New Divide |
| 11 | Kings Of Leon | Sex On Fire |
| 12 | Papa Roach | Lifeline |
| 13 | Shinedown | Second Chance |
| 14 | Franz Ferdinand | No You Girls |
| 15 | Airborne Toxic Event | Sometime Around Midnight |

The Game Show Entertainment System...

Game Show Mania® is bigger than ever, and now you can offer your guests complete show productions using our popular games or inventing your own!

- **Digital Scorekeeping**
- **Fast Electronic Lockout**
- **Zany Sound Effects**
- **Rugged and Portable**
- **Sets Up in Minutes**

The Original
Game Show®
MANIA

Creative Imagineering

4153 SW 47th Ave, #146
Ft. Lauderdale, FL 33314

800-644-3141

www.gameshowmania.com
954-316-6001 / Fax 316-6005



Ask about our
economical
Mini-Game
Show System,
too!

A Different Spin by Jason Nocera

www.nichecartoons.com



**Do more DJs choose us because we're the best?
Or are we the best because more DJs choose us?**

YES.

PROMO ONLY®

The industry's complete source for music and music video
Serving the DJ community since 1992

▶ 18 Formats on CD

▶ 8 Formats on DVD

▶ Personal Music Consultants

▶ Clean Edits

▶ Exclusive Remixes

▶ Hard-to-find 12" Dance Mixes

Top 40, Hip-Hop, Country, Rock, House, Latin, Christian, Dance, Imports, and more!

Turnkey Music & Music Video Libraries Available

Monthly & Weekly Delivery

www.promoonly.com

407-331-3600

Licensed for use by industry professionals only. Proof of eligibility required.