Disc Jockey News

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The Q Corner, Where Quality Meets Quantity

By Mike Walter

I've always been a fan of late night TV. In fact one of my earliest childhood memories is sneaking out of bed to watch Johnny Carson until my parents would discover me peaking around the doorway. There was always something "adult" about being able to stay up that late and watch celebrities being interviewed and jokes being told. It was sort of a right-of-passage when I was finally old enough to watch these shows without sneaking around.

So, it's not hard to imagine why I read the book "The War for Late Night" as soon as it came out. It was the best book I read all of last year and I highly recommend it.

Even though I read this book for pure personal enjoyment (ie: it wasn't a self help, business book read to improve my life as an entrepreneur or entertainer), I found lessons which helped me as the owner of a Mobile DJ business. Most of these lessons came from a man named Jeff Zucker and the decisions he made which set in motion the clash between Jay Leno and Conan O'Brien.

Before being promoted to President of Entertainment for NBC in 2000, Zucker had been the executive producer of "The Today Show" for 8 years. He introduced the now trademarked outdoor "mini-concerts", as well as the move to the "window on the world" studio that so many shows now copy. Zucker enjoyed quite a successful career before the "Late Night Wars" fiasco. Yet it was this high-profile mess that will probably be his epitaph.

As I read Bill Carter's book, I furiously highlighted many passages about Zucker and his management style, specifically how he treated his talent. These are issues we all deal with. Even though our DJs are not quite on the level of a Jay Leno or a Conan O'Brien, I would like to see you try telling them that!

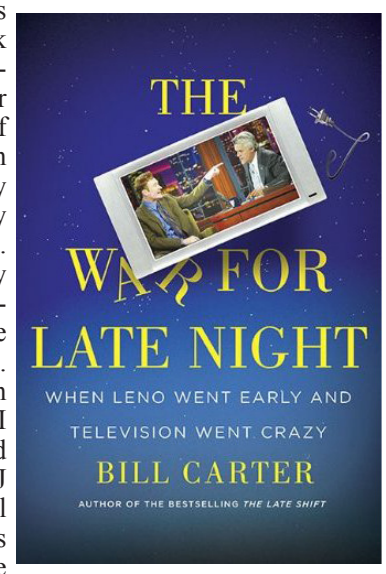
One of the passages that stood out is found on page 92: "The knock was that he (Jeff Zucker) didn't delegate well, mainly because he always seemed certain he could do the job as well or better himself. 'Sometimes it's a curse to be too smart and think you can do too much', said an NBC executive who worked closely with Zucker for a time."

I saw myself in that passage and wondered how many other Multi-Op owners would admit to the same hubris. Indeed, I wonder how many Single-Ops have never grown to a Multi-Op because of that same fatal flaw. The next time you think to yourself, "no one could do it like me", realize what a pompous and even debilitating statement that really is!

Along this same line, the book says of Zucker, "His strongest leadership quality, his total sense of confidence, had a downside in what staff members came to identify as 'Zucklamations.'" Apparently Zucker was fond of making big, broad sweeping statements that were sometimes so black and white they almost begged to be proven wrong. I wonder how many of us do the same thing, and in doing so, perhaps paint ourselves into a corner.

The book also criticizes Zucker for focusing too much on the bottom line and not enough on entertainment. Zucker always had to answer to a parent company (GE until the end of his tenure) and they were always keeping him to a strict budget, so in one sense this is understandable. But one of the biggest criticism of Zucker's years at NBC is how little new and innovative programming he discovered. New programming takes developmental dollars, and that's an area Zucker often trimmed in order to "make the quarter" (get his quarterly budget in). I wonder how many of us sacrifice tomorrow because we don't spend the money or time developing new talent or ideas today?

There's another section of the book where Zucker has to break some bad news to Conan O'Brien (namely that Jay Leno wasn't retiring, but rather moving to a 10pm show on NBC. This show's failure would eventually help torpedo O'Brien's short-lived career as host of The Tonight Show.) I was impressed with what the book calls "just good business judgment in how to break possible bad news to a performer," and how Zucker waited "until the taping of that day's show had been completed." That's a costly mistake I made once in my career and never will again. I confronted one of my DJs who had made a mistake, right before we were to perform at a showcase. It was horrible timing on my part, and even though I was technically right, I had to admit that when the DJ quit the next day, it was all my fault. My Mom always used to say, "there's a time and a place", and in that instance, I choose the wrong time and place. It was a lesson Zucker had apparently already learned.



Jeff Zucker has since lost his job with NBC. While the main reason is that Comcast now owns a controlling share of the company and has installed its own management team, Zucker's overseeing of the Leno/O'Brien debacle couldn't have helped his cause. I thought "The War for Late Night" was very fair in its telling of his side of the controversy. He comes across fair-minded, if a little heavy-handed at times. His dealings with the super-sized yet brittle egos of these Late Night Hosts made for fascinating reading.

My last take-away from the book was Jerry Seinfeld's opinion about the whole situation. I can't reprint the whole thing here, but suffice it to say Seinfeld felt O'Brien was wrong to walk away from The Tonight Show. As he explains it, one of the most important things in show business is: "Hang around! Just stay there, just be there. The old cliché '95 percent is just showing up'. Ok! . . . You never leave." (If you read that in your best Seinfeld voice it's even better.)

Seinfeld makes a point I have often made in some of my seminars about good talent. They're always there when you need them. My best DJs will take any gig, work any size event and they never say "no" to a booking. We have that same mentality of "it beats a real job!" So I agree with Jerry Seinfeld. If I had been in Conan's shoes I would have accepted the half hour push back to 12:05 and continued to do the show. Just like I've accepted so many weddings through the years that might not be the perfect bride and groom but hey, it's a gig. And it beats a real job!

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.

Dragon, Conclaves and Experiences

By Mitch Taylor

As I write this I am driving back from Minneapolis. I spent the weekend attending the Disc Jockey News Conclave 1.5 and Bill Hermann's The Entertainment Experience. More on that in a minute.

The fact that I say I'm driving back and writing this is amusing in itself. There's a new app called Dragon dictation. If you haven't heard of this app I highly, highly recommend it. It's a great way to stay on top of things and get more work done. Imagine finishing up your wedding reception on a Saturday night on the drive home...it's a great time to be productive. You want to stay awake and alert on the road so you stop by to get coffee or caffeine in the beverage of your choice and you start the drive home. You open up your Dragon for iPad or iPhone. By simply tapping a button, you can record yourself speaking about that night's wedding for your next website blog article. Once you're done, you can email it to yourself or save it. Then all you have to do is go back and edit the punctuation, grammar and things of that nature. The bulk of your work was already done when you spoke your thoughts about the wedding while it was still fresh in your mind. You are also able to reflect back on your thoughts after 24 to 48 hours have passed, as well during your editing process, and see if those emotions and reflections still ring true....all thanks to Dragon.

Ok...now on to the Disc Jockey News Conclave. I must say there's an absolute WEALTH of talent in the Twin Cities and surrounding areas with people like Bill Hermann, Dean Carlson, Mike Anderson, Jason Jones, John Young, Dustin Reichert, Kirk Winlaw, Eric Weiss et al. All of those guys are absolutely amazing, and I want to send a shout out to John Young for putting on another very successful Disc Jockey News Conclave.

We had Carolyn Herfurth of TheBizTruth.com join us for the first night. She had some very cool, down to earth discussions with us regarding our sales processes. The second day we had the likes of Disc Jockey News' own Mike Walter, Ron Ruth and phenomenal talent Jason Jani from Sound Connection Entertainment join us via Skype or Apple's Facetime. I first learned of the Northern Disc Jockey Conference back in 2006. It was this conference and Disc Jockey America radio that put me on the path to where I am today as a Wedding Entertainment Director. Thank you John Young...your dedication to this industry is greatly appreciated.

The Entertainment Experience seminar and workshop was absolutely worth every penny and then some. Bill Hermann and Jason Jones masterfully took the 20 plus attendees through the theory of performance, explaining how everything has a purpose as well as how to eliminate the risk from your events. I have to say, that last aspect alone, removing risk from your events, was worth the price of admission. Our lunchtime guest speaker, Carr Hagerman, was a special treat for all of us. We shared 30 minutes with this man who approaches life with zest and brings a unique perspective to the entertainment world. Check out Carr's book "Top Performer" for a unique look at the sales cycle, one I have adapted and been successful with in my own business.

Steve Beck, the Secretary of the Chicagoland ADJA chapter was also in attendance and the announcement was made that The Entertainment Experience will be making a second run in Chicagoland on June 13th and 14th. The second day will focus exclusively on improving your audio editing skills. If you are anywhere near Chicagoland, please join them. On second thought, if your calendar is open at all (as evidenced by Robert Huggins, a DJ from Melbourne Australia joining us for the Entertainment Experience) then make plans to be there. Your wallet will thank you in the future.

Mitch Taylor is an 18 year veteran of the mobile disc jockey industry, starting out on the cruise ships of Carnival Cruise Lines. He is a member of the American Disc Jockey Association and WED Guild™. Mitch owns and operates Taylored Entertainment in the Upper Peninsula of Michigan and can be reached at 906.786.6967 or via email at mitchtaylor@discjockeynews.com.

Talkin' Bride With Tamara: Budgets

By Tamara Sims

In the wedding industry, this is one word that many of us hear every day from our clients. "I am working with a very tight budget." "I really like your service, but you are out of my budget." "We need to go over our budget with my parents." Or a favorite of mine that comes up often, "We only budgeted $500 for our DJ."

Did you ever ask your client HOW they came up with their budget? I often wonder if they pick a number out of thin air, or if their parents told them, "Back when I got married our DJ was $300 + a six pack of Budweiser." Well as we all know times have changed with the average wedding cost hovering between $20K-$25K for 200 guests. So don't be afraid to ask your clients how they came up with their entertainment budget. This will allow you to find out if the DJ Entertainment was a priority to them in their budgeting process. And as the "experts" we need to educate our clients to focus on the value and quality of our service in correlation to the dollars they are spending.

A wedding planner told me that after meeting with 3 other DJ companies we were by far the highest priced company, but that the value of our service "blew every other company away." She advised her client to book with us because she understood the full benefit and value of our services. It wasn't about her client's budget any more; it was about the value for the price.

We recently met with a wonderful couple for a New Year's Eve wedding who were just our type of client…young, fun and who truly believed in our service. They wanted the works…ceremony services, reception services, lighting, draping, etc. They put together their "wish list" of items and took it home to their parents to "go over the budget." A few days later I received an e-mail from them stating this: "We would love to use your company at our wedding but we

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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: Helpful Hints And Tips for the Bride And Groom.

When I was hired for a wedding, I would hand the couple a HUGE package of important information with hints and tips to make their day a great one. Here is a small portion of those handouts I would give to my clients. This information was also part of my web site.

MUSIC SELECTION: When selecting the music to "play" or "not to play", please keep in mind ALL of the guests who will attend. You may enjoy hip-hop, rap or metal but your grandparents may not. Consider waiting to play these styles of music towards the end of the evening, after the older guests and young children have left. Don't forget they may enjoy music like Big Band/Swing of the 20s, 30s & 40s, or they may enjoy the song styles of the 50s, 60s & 70s, 80s, 90s, Polkas & Waltzes.

If you have many young children you may want to include the Chicken Dance and/or the Hokey Pokey. Everyone likes to hear music from his or her younger years. Play these styles early in the dance portion of the night. Talk to close family and wedding party members for their input. Remember this is a DANCE, so select upbeat, fun dance tunes. There are a lot of great songs you can listen and sing to, but not dance to.

KEEP THE DANCE FLOOR FULL: The Bride and Groom as well as the wedding party should stay on the dance floor as much as possible. Guests don't like to be the first or only people on the dance floor no matter how much they enjoy the music. Your guests also like to be close to and have fun with the Bride and Groom; if you're on the dance floor they will follow your lead. The more you are on the dance floor the more your guests will be up and dancing. Your music and special event selections will also affect the flow of the party and guest participation. Let the DJ read the crowd and play the music necessary to make your dance a great time for all.

NEVER LEAVE YOUR PARTY: Many times people want to steal the couple and go off bar hopping or do other things. This could bring your party to a quick end. Your guests are there to see you and enjoy the day with you. When you leave they no longer feel obligated to stay and will pack up and leave quickly. There are also many dances, special events and announcements that you need to be present for during the course of the evening. If you leave, this will throw off the timing and flow of the event. It can cause awkward moments and the look of an unprofessional DJ. Even leaving the room for a smoke or bathroom break can allow your guests to sneak away. I personally have seen a room of over 400 people leave shortly after the Bride and Groom left the party. When they returned to the dance, the only people left were those who stole the couple.

SCHEDULING: A well-planned and organized event will keep your guests excited, fresh and wanting to stay longer. When scheduling your event plan things close together. Have activities start immediately after your arrival to the hall. Plan the start of the meal within fifteen minutes of your arrival.

Plan every special pre-dance event to take place at a fast pace. Down time where nothing is happening is one of the biggest contributors to your guests leaving early. Boredom will set in if left to sit and wait for things to happen. If you plan things close together, the flow will be so much better and if things do get behind schedule, it won't seem as time consuming to your guests. The "flow" or tempo of your reception is what keeps people wondering, "That was fun, what's going to happen next?" Start your dance as soon as possible after the dinner is finished. The longer the wait, the more annoyed your guests will become. Reception attendees know there is going to be fun and dancing and they want to get to it as quickly as possible. Children get restless, and begin to run around and cause chaos. Frustrated parents will decide to leave before your dance starts as a way to handle the children and not be embarrassed by them. You don't have to wait until 8:00 or 9:00 o'clock to start a dance. You can start at 5:00 o'clock and after four hours of great dancing and entertainment it's still only 9:00 o'clock.

You can then have the DJ play longer if your guests are still dancing, or if everyone is tired, you can start your honeymoon and still be fresh for the evening. It's perfectly fine to end a dance early. You don't have to drag it out until midnight or later. The secret to a great party is knowing when to bring it to an end. If it ends before your guests are totally drunk or exhausted they will go home exhilarated and wanting more. If it drags on into the late night the ending will be boring and seem like it went on forever, giving guests a less than happy feeling for your event.

PICTURES: Try to have as many of the pictures done before the actual wedding ceremony. Everyone will look fresh and happy and it will save much down time between the wedding and the reception. The longer your guests have to wait for your arrival at the reception, the more likely they will leave your event early. Have your photographer speak with the DJ before the wedding day. This allows them to discuss what photo opportunities will be taking place at your reception, and your photographer can be properly prepared.

You may need to pay your photographer a little extra to stay later in the night to get the great pictures you desire. Don't pile all the "special moments" in the beginning of the dance portion just so you can get the photographers to snap the shots before leaving early. Plan to spread the memorable moments and photos throughout the dance to keep the mood exciting.

DISPOSABLE CAMERAS: Couples like to put disposable cameras out on the tables for the guests. I have found this is a waste of time and money. These cameras need a very BRIGHT room and you must be within a few feet of the subject. Most reception rooms are dimly lit to set a mood and get even darker for the dance. This will make it almost impossible to get good pictures. Most of the time young children get hold of the cameras and take pictures of the floor, walls, ceilings and other things you just don't want to see. Many cameras end up going home with the kids or just never get back to you. The ones that do, you're paying for dimly lit and/or bad pictures.

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T.E.A.M.

By Dean Carlson

March madness is well underway and if your bracket looked like mine this year -well forget it. We have all heard the saying 'there is no I in team.' Unfortunately, I think many of us operate our business and our personal life basically isolated. Sure maybe we have our families, and a few close friends, but ultimately it seems many of us try to do it all on our own.

This can lead to results in life that are less than desired. And it seems the older you get the more this trend seems to take root. Maybe we just trust less? That's why I think we need to start thinking about improving our team.

Last month I mentioned that I take copious notes when at DJ seminars. And I was digging through my old Mobile Beat notes when I found this gem from James Malinchek who was a keynote speaker back in 2007. T.E.A.M. stands for Together Everyone Achieves More. With the proper T.E.A.M. your results will skyrocket.

The question becomes, who is on your team? For a multi op, it's may appear pretty simple -you can actually hire a team member. I am here to tell you that it's a lot more than just hiring someone; in fact that way may take longer to develop. As a single op, this concept may be a notion you probably don't think about a lot. The truth is we all need T.E.A.M. members.

A T.E.A.M. member needs to be someone who knows that they are on your team and is part of a two ways street so they can grow like you. Some T.E.A.M. members cover several positions. And then there are transient T.E.A.M. members, people who are there just for a short period of time.

In order for them to be great T.E.A.M. players, you have to establish a high level of trust and humility. Trust is important in order for you to take what they say to heart. I know many people who try to suggest to me to change this or that about my life or business, but without the trust it just seems to bounce off of me.

Trust is started by self by the way. If you exemplify it first and foremost in your own life, others are more likely to follow your lead. The sad reality for DJs is that trust is tough because we seem to think everyone is out to steal what we consider our uniqueness. I have news for you: it's not as unique as you think. Your personality is what make whatever you do unique, not the actual thing you are doing and personality isn't what they want to take from you.

This leads me to humility. Humility may be a larger need than trust. First our own personal humility, because if we think our stuff don't stink then we are less likely to listen to what someone else has to say to us. And second, their humility, if genuine helps to create a level of trust that is far more compelling. If you combine these two characteristics, than you will be amazed at what you accomplish together.

So here is a look at my T.E.A.M. First off, my life wouldn't be what it is today without moral fortitude. So I have 2 people on my spiritual team, Pastor Paul and Pastor Frank. At least once a week I meet and have a London Fog (a tea drink at my local coffee shop) with one of them as we dig into my character. To be honest with you, our business is a very visible representation of who we are on the inside. If I don't have someone who sees me and isn't afraid to tell me like it is then I am not growing or changing, because I will just lie to myself and keep running down the same roads that didn't serve me well before.

A second part of my T.E.A.M. is for the overall business. This covers things like vision, motivation and operation. I am luck in this aspect as I have a business partner, Bryan Brucks who I talk with constantly throughout the week. But I have also used my friendship with people like Mike Anderson from Mike Anderson Entertainment for this purpose. We would chat every week, and chat about all aspects of our business.

Admittedly I am not great at everything (some friends of mine are going to frame this for me I am sure). Spelling and grammar are not one of my strong points, so I have Barb Allee from Pro Sound and Light Show in Duluth MN on my T.E.A.M. to help me with editing anything that the public might see. Likewise, I am on her T.E.A.M. for her Market America business.

I also have a creative T.E.A.M.. In fact this may be my largest T.E.A.M.. These are people who I work with to improve the overall performance aspect of my show. I am sure this is an area every DJ can use. I have certain very creative strengths, but I have more weaknesses, and I have found that synergy from my creative T.E.A.M. is a key way of discovering new and great ways of doing things. In fact everyone that is on one of the T.E.A.M.s I mentioned before is on this T.E.A.M., including Mark Cpin and Sam Kaspszak from Pro Sound, JD Fisher from Midwest Entertainment in Eau Claire Wi, and finally my mom Barb Carlson who passed on to me whatever creative juices I have.

I am who I am today not because of self, but because of those I surround myself with. I am lucky to have a great many people on my T.E.A.M., and even luckier that I am also on other people's T.E.A.M.. There are many more options for your T.E.A.M. then I have mentioned here. Start filling your T.E.A.M. today with people who genuinely want to see your success multiply. Good Luck and Great Shows.

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need to figure out a way where we can fit it into our budget. We would like to stick between $XX and $XX for both the DJ and lighting. Because you are the creative ones, we will leave it in your hands to get creative to fit within our budget and have the "dramatic" effect that we are hoping for."

I LOVED this e-mail! They were not asking us to lower our price. They viewed us as experts and wanted us to narrow down their wish list to provide the best value for their budget. We were more than happy to take the time to develop a new proposal for their wedding and focus on the things that would create the biggest "WOW" factor for their wedding that fit within their budget, and of course never skimping on quality. I will be honest with you; their budget was very realistic which made this process easy. But even with a smaller budget, you can always find ways to work with clients who you WANT to work with. That is really the key. We can't be everything to everybody, but we can seek out those clients who are the right fit for us.

The outcome: they were very pleased with what we came up with and signed a contract a few days later. Working "with" your clients and "within" their budgets can prove to be successful by simply adding value. And as I like to say…budgets are made to be exceeded!!!

Please feel free to share your wedding budget tips with Tamara by visiting her Blog: http://www.something2dance2.com/blog/ or by e-mail tamarasims@discjockeynews.com.

Tamara is the Director of Sales and Marketing for Something 2 Dance 2 DJ Entertainment in Schaumburg, IL, which she proudly owns along with her husband Jay Sims. She has over 20 years experience in the wedding industry and loves creating wonderful wedding memories for her brides and grooms.

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VEGETABLE TRAYS: In all the years I have been a professional DJ I have found the biggest waste of money is the veggie trays. Reception halls charge anywhere from $3.00 to $7.00 per person for a veggie tray and if you have 200 guests at $3.00 per person you're paying $600.00 for raw vegetables. The veggie tray is the first item out and the last item taken away and the tray is normally barely touched. Most people do not like to eat raw carrots or celery, and for those who do, can they eat $7.00 worth?

FREE ALCOHOL: When beer or other alcohol is provided to guests at no cost, people have a tendency to over indulge. This creates many problems with guest behavior during and after the event. Fights are more likely to happen, guests get loud, angry and give the staff, Disc Jockey and other guests problems. Then they get behind the wheel of a car. No one wants a friend or family member to get hurt or killed on his or her wedding night. You can now also be held accountable for serving the alcohol and be sued. Free alcohol needs to be limited to the cocktail hour and toasts and end when your meal starts.

DECORATIONS: Some decorations seem to be a huge waste of money. Examples: The candy bar with a picture of a young boy & girl with the Bride & Groom's names on them. The young guests and the really hungry eat these up in seconds without even noticing the care and expense you put into it. Personalized napkins will cost you a bundle. Most locations have nice cloth napkins that they include in the cost of the room rental. When you pay extra for the personalized napkins, most people really don't even pay attention; it's a waste of your money. I've found that the gift bags for the kids tend to be only a momentary distraction for them. If the parents are not watching the children close enough these items end up all over the floor and used as flying objects, thrown at the guests, staff and entertainment. Most get left behind and thrown away by the reception staff.

BUFFET vs. SIT DOWN MEAL: When you have a choice between a buffet or sit down dinner, the buffet is often a less expensive, easier style of meal. A buffet can also be a faster meal to serve and clear, allowing more time for dancing. A buffet gives each guest a choice of what they want to eat and the amount they wish to eat. A sit down meal limits their choices. People like me are very finicky about what they eat. If they don't enjoy the meal served, you've spent $10 to $35 or more per plate for food not eaten.

You may want to copy this and give it to your wedding clients or post it on your web site. Have a great wedding season!

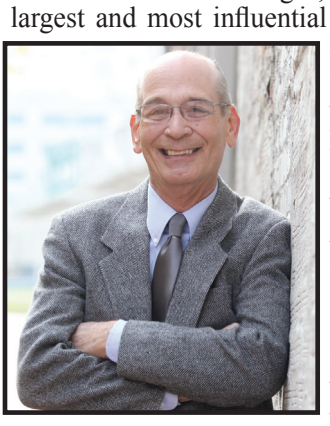
To respond to Jeff's column send an e-mail to jeffrichards@discjockeynews.com

Enough With Complacency, Apathy and Excuses

By Ron Ruth

In the middle of March, I had the pleasure of attending Wed Pro 2011 in Wichita, KS. The one and a half day conference was produced by the members of the Wichita chapter of the ADJA and featured presentations by Peter Merry, Andy Ebon and Susan Southerland.

Do those presenter's names seem familiar to you? They should. These same individuals have spoken at the Wedding MBA Conference in Vegas, probably the largest and most influential wedding industry conference in the country. How impressive is it that the Wichita ADJA was able to persuade these same incredible speakers to come to the Midwest to share their knowledge?



You shouldn't be surprised. The Wichita ADJA has been producing an annual conference, primarily aimed at DJs, for the past 5 or 6 years. As someone that has attended almost all of them. I can tell you that each year they outdo themselves from the year before. Their incredible eye to detail, focus on quality content and unwavering hospitality are just a few of the reasons I return and, in all likelihood, how they are always able to draw nationally renowned presenters.

This year, however, the Wichita ADJA experimented with content and information that appeals to every facet of the wedding industry. Once again, they hit it out of the park.

If I were to express any disappointment, it would be with the Midwest wedding professionals that failed to take advantage of having such an extraordinary learning opportunity in their backyard. Although Wed Pro 2011 had respectable, first year attendance, I find myself frustrated by the complacency, apathy and excuse giving mentality of, what appears to be, a growing segment of our industry.

The organizers of Wed Pro 2011 offered an early bird registration of $99. Because it was only a day and a half conference, most regional wedding professionals would have only incurred the cost of a one night hotel stay. With meals, the average investment to attend was about $250.

I understand that the economy has had an adverse effect on a lot of people. Really! I get it! But, passing on a chance to invest a minimal amount of money in a maximum return educational event makes no sense. If anything, now is the time to be investing in your service, regardless of what facet of the industry you represent. The value comes from bettering yourself through what is learned from others. Scratch that! Not just "others," but from experts in their field.

I wouldn't be nearly as frustrated if I didn't know people that go out of their way to brag about how great they are when it is evident that they've never even cracked a book. They're not only lying to themselves by believing their hype, they're cheating the brides and grooms that have naively placed their once-in-a-lifetime celebration in their hands.

There's another sad consequence. I used to attend two other regional, wedding and DJ conferences where I knew I could count on learning something new. They were, just as Wed Pro 2011, very well produced and featured incredible authors, speakers and entrepreneurs. Because they were regional, they were also relatively inexpensive to attend. Unfortunately, those conferences no longer exist. Why? Lack of attendance and an abundance of complacency, apathy and excuses. Enough!

It's unfortunate that so many in the wedding industry are content to go about their professional lives as though they've learned everything there is to know. It's a trend, however, that is adversely affecting the few remaining regional conferences and could impact national conferences as well. Even though the Wedding MBA conference hosts over 1500 annual attendees, that's still a pittance compared to the overall number of wedding professionals across the country. For now, however, those numbers may be enough to keep the conference alive...at least in the short term.

So what's the answer? Support. If you're like me and enjoy regional wedding professional conferences, show the producers some love. Promote those conferences to your friends in the industry on Facebook, on your blog or in your weekly/monthly newsletter emails. Share your experiences and what you've learned. Provide the inspiration others need to reach into their pockets and make the commitment to attend. Convince them of the importance of knowing more than the bride.

Let's face it, there is a ton of information available out there where a bride is made to feel like an expert. If we're not trying to stay ahead of the curve ourselves, she could very well find no reason to invest in the service of others...especially if she feels cheated by wedding professionals that pretend to know more.

To the Wichita ADJA Board of Directors, Ron Brown, Cain Humphrey, Darren Goertz, Ryan Funck, Jon Graves and Rick Caywood, I offer my thanks for another great conference. As always, you exceeded every expectation and I look forward to finding out how you plan to top yourselves next year. You can bet that I'll be there in person to see it all unfold. Maybe I can convince a few of the readers here to join me!

Ron Ruth is the owner of Ron Ruth Wedding Entertainment in Kansas City, a WED Guild™ member and a self-professed "Disney Geek." As a frequent visitor of Walt Disney World and as a student of Disney's best practices for business excellence, Ron speaks to wedding and service industry professionals on "Disney's 3 Keys To Success," a presentation that demonstrates the steps for becoming a business leader in innovation and customer service. Ron can be reached at 816-224-4487 or via email at ronruth@discjockeynews.com.

Flexibility & The Cookie Monster

By Jake Palmer

As the seasonal melting starts, you know that cycle of snow and melting that happens every few days if you live in Upper Midwest, most people start to think Spring and warmer weather. But, we know that a young man's fancy turns to love; and people like us think W E D D I N G SEASON.

Now, first off, let me assure you this is not the wedding dj article that we have all read a hundred times. Instead this month, as we start to dive into another wedding season, I want to you to think a little, that's all, just think.

As I have mentioned in past articles, it's pretty easy for me to tell you things that I think you should know or be doing. But, it's not my show, it's your show; and it's your bride and groom. So I would suggest you think about your weddings, and then ask yourself am I flexible or am I a Cookie Cutter Monster? I know that title sounds like a bad cable movie, but what I really want to get at, is the difference between the two ideas.

Now, before this turns into one of those he said-she said, this way-that way, kind of articles, let me make this part clear. It doesn't matter which one you are. You can be cookie cutter, do the same thing the same way every weekend. Or, you can be unique and creative, with no two events the same. As I have always said, do what YOU do best and do it better than anyone else. With that said, again I challenge you to think about what you do and why. Most of us got into this business because it's fun! If you're not having fun, I would suggest it's time to re-assess what you do. I would also suggest that if you become more creative and more flexible, you will have more fun!

Just a couple weeks ago, I was taught my own lesson on flexibility. While talking with the father of the bride for an upcoming wedding, (who happens to be a very close friend), he mentioned that they were having some scheduling difficulties with their ceremony location and the minister who was going to do the ceremony. He then asked if I would do the ceremony! Now I am not too bright sometimes, and said sure, I can get you sound, mics, whatever you need. That's when he said, "No, Tasha want you to marry her and Mark". Whoa! I have been a Wedding DJ/Entertainer since 1986, and I have seen and done just about everything, but no one have ever asked ME to be their minister. I use the word minister, with caution, there are ministers, pastors, priests, ECT… who devote their entire lives to this trade and their belief system.

Now, I am faced with the dilemma… is this something I should do, more importantly, is this something I can do? Well, as it turns out, anyone can get ordained, thanks to the inter-net and Pay Pal. So April 23rd I will be officially presiding over the wedding ceremony for Mark and Natasha as Reverend Jake Palmer. Trust me when I tell you, that no one was more shocked and surprised than my wife, who thought I was kidding till I showed her my official clergy ID card.

After almost 25 years, this will be a first for me. I am excited and nervous, but like I always say, "when the nervous feelings go away, it's time to quit." The important part is that because I was willing to be flexible and listen to what my client's needs and wants were, I now have the ability to do something new and exciting, while offering even more service to my Bride and Groom. It reminds me of something I learned early in my sales career: "you have two ears and one mouth" always listen twice as much as you talk. You never know where it might lead. My point is, that I could have easily said no to doing the ceremony, and no one would have blamed me or even thought twice about it, but, because I listened to my client, and I was willing to break away from the cookie cutter version of myself, I will now get a richer experience for me, while providing a level of service most DJs would not. I have just set myself apart, again. Can you set yourself apart? Can you break the cookie cutter mold? Does your client want cookie cutter?

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This is a community of like-minded members whose singular goal is to become more proficient at their craft. This can be achieved by taking peformance workshops through the MarBecca Method.We think you will discover that the MarBecca Community is a GREAT place to engage in polite exchange between respectful, caring, humorous, and creative people with a sincere desire to move forward personally and professionally.

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MAY 25-26, 2011 Greensboro, NC
JUN 7-8, 2011 Frederick, MD
JUN 20-21, 2011 Hartford, CT
JUL 6-7, 2011 Akron, OH
JUL 13-14, 2011 Chicago, IL
AUG 2-3, Minneapolis, MN
AUG 16-17, 2011 Kansas City, MO
AUG 29 & 30, 2011 Denver, CO
OCT 12-13, 2011 San Jose, CA
NOV 1-2, 2011 Seattle, WA

Silver Master of Ceremonies Workshop
JUL 18-19, 2011 Chicago, IL
AUG 8-9, 2011 Minneapolis, MN
SEP 13 & 14, 2011 Las Vegas, NV
OCT 17-18, 2011 San Jose, CA

Bronze Love Story Workshop
MAY 2-3, 2011 Gainesville, FL
MAY 30-31, 2011 Greensboro, NC
JUN 12-13, 2011 Frederick, MD
JUN 27-28, 2011 Hartford, CT
AUG 24-25, 2011 Denver, CO
NOV 13-14, 2011 San Jose, CA

Silver Love Story Workshop
JUL 25-26, 2011 Chicago, IL
NOV 16-17, 2011 San Jose, CA

The Kids Are All Right: A Monthly Column About Entertaining Kids

By Rob Peters

Well, here in the Northeast, I have been admiring the mountains of snow over the past few months, waiting for them to melt as an indication that Spring is almost here. I think we are getting closer, which means that people will start to prepare for their spring and summer kid's parties. This month's column will help you prepare for the performance aspect of entertaining kids.

One of the easiest keys to success is to have a great performance and show that motivates the kids and keeps them excited, while allowing the adults who are present to see your skills, your performance and your ability to keep the kids involved and entertained. My good friend Scott Faver once told me "Every time you perform you are introducing yourself, your talents and your company image to a new group of prospective future customers." This month's column is themed with this quote in mind.

Having a solid performance when entertaining kids is important because kids can be some of your best…or worst critics. Happy clients, such as a PTA/PTO President or Youth Group chairperson, will brag about your talents and services to other people he or she may know…especially other people who are in the roles that they are or have been involved in, and may lead to more bookings as a kids entertainer. So before promoting, selling or performing in front of a group of children, you really should be prepared with some games, activities and dances to bring your event one step higher than what your client expects. Here are some useful tips to help you:

Do MORE than "Just DJ": Whether it's a school event or a kid's birthday party, you should be doing more than JUST playing music. If your intention is to just play music, you are going to find that the kids will get bored rather quickly. On the other hand, having too much going on will wear the kids...and you... out!

Speaking of music, make sure you are using CLEAN versions of today's music, and use your head when it comes to music that is appropriate for the audience you are performing for. If you use some of the popular music subscription services such as Prime Cuts, ERG or Promo Only you probably receive clean language edits of today's music. However, there rarely is any indication about whether a song is appropriate for a younger audience. One suggestion is to listen to radio stations and music that appeal to young children, such as Radio Disney, or the Kidz Bop Music series. In fact, if you are looking for cover versions of today's hottest songs that are recorded with appropriate lyrics, the Kidz Bop music series is perfect, plus children can relate to these versions because each song is sung by kids.

Plan It Out: Believe it or not, performing for kids can be easy if you put together a format that allows the kids to experience a variety of interactivity throughout the event. Plan out your event and space out the different activities throughout the event so that there is a little bit of entertainment that appeals to everyone you are entertaining.

Having too much of one particular aspect of entertainment can cause boredom among your audience. For example, playing 5 or 6 songs in a row without including a game or interactive dance can cause a loss of interest. On the other hand, having too many interactive games or dances in a row can tire your audience out, especially if it is a game where the kids can be eliminated. If a child is eliminated early, they have to wait for the rest of the activity in order to become involved or engaged again.

Don't Make It A Contest: If you are performing for children who are pre-school age, don't do contests...make it an activity!

Younger children, especially those ages 3 to 6 are taught that everyone is a winner. Therefore making an activity competitive can become troublesome as a kid's entertainer because the kids who do better will be perceived as winners and those who do not will feel slighted or left out.

If you do have to make something a contest, have a prize for everyone who gets eliminated, and a bigger prize for the winner. For example, when doing "Simon Says", have a bag of lollipops for the kids to receive when they are out, and maybe an ice cream cone certificate for the winner.

Keep It Simple: When explaining a contest or an activity, remember to "dummy it down" a bit. You may know how the contest or activity is going to be run, but for kids, they need to understand in simple terms what is going to happen and what they need to do... in terms that THEY will understand and will be able to follow. Explain The Activity: Remember, you are dealing with YOUNG children who need to have things explained to them so that they understand it.

Use "Kid" Verbiage: When I was very young, I remember being told to sit "Indian style", with my legs bend and crossed. Most kids today are taught that sitting in that manner is called "Pretzel Legs" or "Criss Cross Applesauce".

Another one I use often is when I am doing my hula hoop activity and there are kids who want a specific colored hoop. This usually causes a struggle between two kids who want the same hoop. The phrase "You get what you get, and you don't get upset" can be used to make kids understand that they may have to take what is given to them.

If you know any teachers who work in a pre-school or school environment, ask them what terminology they use for certain instructions, and use them so the kids will understand what they need to do.

One of the most popular pieces of advice when entertaining kids comes in a quote from Oscar Wilde: "Be Yourself. Everyone else is taken." Add some of YOU into your show to make it more personable…more passionate. If the adults at your performance see that you are passionate and involved, the more likely it will be that they will refer you to other people they know who are planning events that may require your services.

Next month, we will talk about how to kid proof your system. In closing, remember the words of the late Jerry Garcia: "Don't strive to be the best at what you do…be the only one who does what YOU do."

Rob is also known as "The Bubble Music Man" throughout the greater Boston area and performed over 180 children's events in 2010. In 2010, The Bubble Music Man was a finalist for a Parent's Pick Award from Nickelodeon for Best Kid's Party Entertainer in Boston

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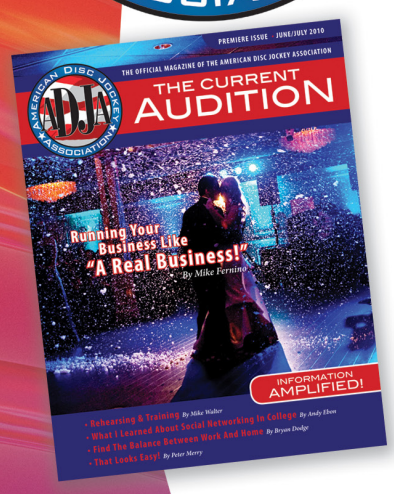

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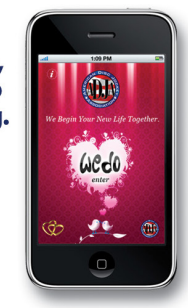

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It Take Clear Vision To Create A Masterpiece

By Dr. John C. Maxwell

In 1882, construction began on Barcelona's Sagrada Familia. 129 years later, the cathedral remains unfinished! The church has already been named a UNESCO World Heritage site and attracts more than 2 million visitors each year. Yet, officials estimate another 15 years will be needed to complete it. That the project has attracted the interest of donors, architects, and builders for more than a century testifies to the powerful vision of its designer, Antoni Gaudí.

Gaudí's passion for the Sagrada Familia is legendary. He spent the last 12 years of his life working exclusively on the church. He even lived on its premises during his final months. Although obsessed with the project, Gaudí had no illusions that the cathedral would be completed in his lifetime.

"There is no reason to regret that I cannot finish the church. I will grow old but others will come after me. What must always be conserved is the spirit of the work, but its life has to depend on the generations it is handed down to and with whom it lives and is incarnated."

As the man responsible for erecting the Sagrada Familia, Gaudí paid surprisingly little heed to its "life" or actual construction. Instead, he painstakingly sketched drawings and crafted models to clarify the vision behind the cathedral, or its "spirit." In the 85 years that have elapsed since his death, the 3D renderings Gaudí left behind have guided work on the Sagrada Familia. "They contain the entire building's structural DNA," explains Mark Burry, an architect with 30+ years of experience on the project. "You can extract the architectural whole even from fragments. The models are how Gaudí met the architect's challenge: taking a complex, holistic idea and explicating it so others can understand and continue it after your death."

CLARIFYING YOUR VISION

Gaudí spent over a decade fine-tuning his vision, and its clarity has been the driving force behind a project that has spanned three centuries. The renowned Spanish architect understood a fundamental principle of leadership: what must precede how. Leaders have to define where they're going before they begin to move.

Seeing the Vision Clearly Requires Your Effort

Clear visions only come into focus through sustained effort. For me, the whole process begins with questions I must ask myself. What are my deeply felt concerns? What are my values? What strengths do I have? How have my experiences shaped me? These questions uncover how I am wired and what I hold dear in life.

Once the vision starts to come together in my mind, I share it with the key people in my life. These relationships refine my vision. As the vision crystallizes, I also surround myself with inspirational resources (books, movies, paintings). In the early stages visions must be stoked, and resources stir up the passion behind them.

Seeing the Vision Clearly Specifies Your Direction

Why should we make the effort to see the vision clearly? Because vague visions cannot serve as compelling guides. Followers do not rally behind a leader's fuzzy picture of the future. Rather, they are attracted and motivated by leaders who can paint an instantly recognizable portrait of tomorrow.

A leader's vision acts like a transmitted satellite image; the signal strength of the vision diminishes the further away it gets from the source. As your vision spreads throughout the organization, it will fade. Thus, the more people you rely on to support your vision, the clearer it must be. A powerful vision must have sharp enough resolution that even when weakened it remains easily identifiable.

Seeing the Vision Clearly Determines Your Priorities

Every leader has limitations. Limited time, limited resources, and limited energy. As such, nobody can have it all in life. In light of our limitations, we each have to make sacrifices and scale back the scope of our ambitions. Seeing the vision clearly helps us to prioritize which opportunities to bypass and which activities deserve our dedication.

The choices we make either draw us closer to our vision or push us farther away from it. If we're unsure of the vision, then we won't know how to make decisions that carry us in the right direction. Clear vision illuminates the path in front of us as we select which roads to travel down in life.

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."

Really, Just Show Up!

By Kelly Suit

Sometimes in life a series of unrelated, yet very similar events drill certain points in you. In the past month I've seen a pattern that I think is very relevant to not only our businesses as mobile DJs, but also life itself.

I had to fire one of my new employees for calling in 1 hour before we were off to do a wedding ceremony and reception. I had spoken with him on Friday before the event to firm up when we were meeting and where. I even called him early that morning to remind him of what I needed him to bring to wear. When he called me to say he wasn't coming, he couldn't understand why I was so upset and why I had to fire him.

Not even 2 weeks later I had to fire another one of my new employees that called me 2 times on Friday, but neither time told me that he wouldn't be able to work on Saturday. Instead he wanted to talk to my operations manager that was his friend and was the primary for a wedding reception and ceremony that they were doing that Saturday. He couldn't get off from his full time job, even though I was very clear with him that once he accepts an event that it's a done deal. Calling out isn't an option.

A couple of weeks ago I got a call from a lady having a 50th birthday party. Her DJ called her 3 days before the party to let her know that he wouldn't be able to perform for her. So there she was in a panic looking for someone (truth be told, I'm sure she would have booked anyone that either she could have gotten hold of or that would have returned her call). Lucky for her, I was able to accommodate her needs and I got a wonderful email from her the day after her party thanking me for being able to help.

We got a call on Monday from a parent at one of our local schools that had her DJ fall through for the school's Prom for this Saturday. The DJ gave her a low-ball quote and then at the last minute told her that he needed to increase the fee in order to perform. Now of course she didn't have an agreement so she was put in a very difficult situation. While this event was well under our normal fee, we put a package together for her to allow them to have a decent event and I know that we'll do an extraordinary job for them.

Do you see the thread that connects these events? It's my biggest pet peeve pertaining to my company and our industry as a whole. It's showing up … period! I don't care how good you are, I don't care what you charge, I don't care what the circumstance, nothing is more important than showing up. Everything that happens after that isn't possible if you aren't there.

In the years I've been a DJ, I've had my fair share of times that I desperately wanted to call in. My mom was on her deathbed, but I took care of my clients. My father was in the hospital, but I finished my reception. I was so ill that I had to have an assistant do everything but announce, but I was there! I'm not saying this because I think that I'm something special and I'm not suggesting that there aren't situations where showing up is secondary. If my wife or child was critical in the hospital, I'll figure out another solution for my client, but not because I have the flu.

I also understand having to make a difficult choice between a part time and full time job. One of the worst things about being a professional DJ is that we don't get do overs. We can't reschedule an event around our lives or needs. We only get one chance to do it right

Suit continued on page 10

Setting Yourself Up For Success

By Bill Hermann

How do you ensure success? Do you have to ensure success? I know it can be a very slippery slope. Come on, I mean all we do most times is play music right? They have to want to dance or be motivated to have fun. Of course we all have our little tricks, but do they always work? Every time? Can you or will you guarantee their success every time? Do you guarantee a flawless performance each and every time you take the stage?

Scary isn't it? This is a concept I talk about at great length in "The Entertainment Experience" seminar and workshop. Let's dig into a couple of ideas as we look at setting ourselves up for success.

The first step in creating a guaranteed flawless performance would be to put you and your reputation out there with a guarantee to your client of performance excellence. With that kind of pressure staring you in the face, you fill find some important questions you must now ask yourself.

Like

1. How good am I really?
2. What circumstances must be in place for me to make good on my promise?
3. Am I in control of the outcome or is my audience?

It's a frightening idea to put your talent and know-how on the line! But, believe me …THIS … is what your clients are looking for. They want to know they are working with someone who knows what they can do and what they can't do and that you will back it up with your whole reputation.

To be this sure with your clients you first must be this sure of yourself. When was the last time you really dissected your show. You know, really took it apart piece by piece and evaluated what was good, what was bad, what was average, what was predictable.

Take your introductions for instance. Can you be sure they will be flawless every time or are you a slave to the circumstances of the room. What has to be in place for this to be the kind of introduction where everyone was left speechless, excited and moved to grab as many cards off your table as they could carry. We've all had that kind of moment or at least we could tell what was missing in a moment that could have made it into that kind of moment.

Well, if you knew what would be needed to be present for that kind of success, why wouldn't you find a way to set it up ahead of time to ensure that it would happen every time?

My first challenge to you would be to answer those questions … on paper and be detailed! Be unyielding! Let no stone or idea be left unwritten!

Now that you have all the reasons that things might go wrong, you probably have answers to how to fix them staring you right in the face. If not, give it some serious thought and write that down as well.

What you are doing is writing a blueprint for success. You are identifying what is necessary for your client, the guests and the other vendors to collaborate on your successful performance. You are managing the expectations of your client by being straight about what you can and can't make happen. They will be much better and forgiving clients if you just tell them you are not sure how you can make something work. Plus they will be happy and excited to be sure that all the backstage set up and preparation that is necessary to ensure that their party will be GREAT gets done. Trust me. If you don't believe me Try this … next time you sit down with your wedding client, mention to them that you will have much more success with people being involved on the dance floor if they are dancing … you know the guests of honor … the bride and groom. You know dancing…on the dance floor and not at the bar. Then watch how much more your client will go out of the way to make sure you look like a rock star by dancing much more than they were planning to.

Remember … You are the expert and only you know what you need to make sure your performance is the best one you have ever done. Communicate that! To yourself, to your staff, to the vendors, to your clients and you will suddenly see success begin to line up for you and for the "Entertainment Experience" you are creating.

Bill Hermann is the owner and operator of "Bill Hermann Entertainment" in Minneapolis/St Paul, MN. Bill is a nationally known Wedding Entertainer and Speaker and is hosting a rare opportunity for a limited amount of people to attend an all day hands on workshop on Monday, June 13th and Tuesday June 14th 2011 in Chicago, Illinois.

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The Referral Coach

By Matt Anderson

4 Reasons Why Beer Helps Your Business

I met a high-achieving contact of mine at a micro- brewery last week called Jim. There were four clear benefits to this over a coffee meeting. These types of meetings are well worth putting on your calendar.

Most importantly, beer meetings can improve the bonding of a business relationship and move it towards a business friendship.

Meetings with beer or wine:

1. Are Less Formal

This dynamic alone can help to deepen a relationship especially for achiever types - those who like to dive straight into business and skip the chit chat - and more reserved types, like yours truly.

I cannot know this about where you live, but most places now seem to have higher stress levels and a more intense pace. And while I do not enjoy drinking a lot, a couple of drinks can really help reduce these.

It often leads to a looser agenda which is a refreshing change of pace from the rest of the day.

2. Tend to encourage more personal conversation.

We all like to be seen as real human beings with multiple interests and the more social 'beer' environment enhances that. The person I met with probably felt more freedom to talk about his flying lessons in more detail. This was good because he is clearly very excited about them.

3. Tend to encourage a wider range of topics of conversation.

At another beer business meeting I had recently, I asked my client why he thought he was doing so well. I have asked others this question before in daytime meetings, but in the 18 months I've known him, we'd never had this conversation. The beer helped. Very quickly I had his list of what it takes to be successful. Here's what he said:

a) Base all my business on getting referrals not making cold calls.

b) See all my clients as long term relationships (not transactions).

Note: in Harry Beckwith's You Inc, he identified this as what clients want most (price came 9th, expertise was 8th. What was 2nd on in research? See point 2F).

c) When networking and with referral partners, give first in order to receive.

d) Create a mini-networking group of 4-6 key centres of influence and coach them how to start conversations about me.

e) Have a top-of-mind marketing program with a newsletter to keep my name out there.

f) Get back to people as fast as I can (it makes them feel important).

4. Tend to generate more ideas

Jim has really helped my business and I was determined to discuss with him some things that would help him. Not sitting in a stuffy office and sipping a Newcastle Brown certainly helped my creative juices after a full day. Plus, it made having a two-hour meeting that went until 8pm a lot more enjoyable.

Do you agree that business meetings with beer are a must every so often? Or have you found them less focused and not conducive to the most productive long-term business relationship you want?

Matt Anderson, of the Referral Authority, has grown his business exclusively by referrals and now speaks and coaches not only across the US, but in Canada, the UK and the Middle East. He specializes in training and coaching sales professionals how to build referral-based businesses.

In 2009 he spoke at the International DJ Expo in Atlantic City. In 2010 he spoke at Million Dollar Round Table in Vancouver and at the Institute of Financial Planners annual conference in the UK.

As well as being published in numerous US and UK publications, Matt has recorded several referral and networking training videos for Hoopis Performance Network and New York Life. He is also the author of Fearless Referrals, which Brian Tracy, author of The Psychology of Sales, says "teaches you the "Golden Rules" for developing a continuous chain of high quality referrals for any product in any business."

He hails from Coventry, England and is based in Chicago where he enjoys local customs such as sitting in traffic, driving like he's being chased by the police, never letting other motorists merge into his lane and refusing to use his turn signals.

Suit continued from page 8

and once that chance is gone, it's gone.

Now I realize that most of you reading this are in total agreement and probably have plenty of your own war stories concerning showing up when there were plenty of reasons that you could have justified not making the show. The question I have for you is do you always show up in the rest of your life? We all have made sacrifices of our weekends; it's part of the deal of being a mobile DJ. Most events happen on the weekend so how many parties, family obligations, little league games, ect. have you had to miss because you had to work? I've missed my fair share and I'd wager that you probably have as well.

I know there are those of you that block out dates for those occasions, I have as well, but it's hard to block all of them out. I challenge you to give your clients all you have, but give those that you love and love you even more. Figure out ways to live your life while helping your clients have the best possible memories from their milestone days. Never forget why you do what you do. I was asked once why I choose to be an entertainer. I gave all the usual answers. The guy that asked me told me that it's in my blood and that I'd have found a way to perform regardless of whether I could make a living at it or not. He couldn't have been farther from the truth. I love being a DJ, but I love my family more. The fact that I'm able to be home with my wife when my kids get home makes it work. That I get to spend most Sundays with them is more important to me then attending every bridal show (though we do a handful through the year). If my family needed me to leave the business for any reason I'd be gone. They deserve the best of me, as the people that love you deserve the best of you.

Kelly Suit can be reached at kellysuit@discjockeynews.com.

Top 30 Clean High School Songs

SchoolDanceNetwork.com

LW	TW	Artist	Title	Featuring	PC #	BPM	Notes
12	1	Lady Gaga	Born This Way		201102	120	
4	2	Usher	More		201047	125	
1	3	Enrique Iglesias	Tonght	Ludacris	201047	126	Edit Sh*t
2	4	Hold it against	Britney Spears		201103	134	
3	5	Katy Perry	Firework		201041	124	
16	6	Ke$ha	Blow		201102	120	
5	7	Far East Mvmnt	Rocketeer	Ryan Tedder	201047	96	
7	8	Chris Brown	Yeah 3X		201044	129	
6	9	Taio Cruise	Higher	Travie MacCoy	201102	128	Radio Edit
8	10	Bruno Mars	Grenade		201044	111	
11	11	Chris Brown	Deuces		201031	74	EDIT
19	12	Keri Hilson	Pretty Girl Rock		201042	80	
10	13	Rihanna	What's My Name		201043	100	H.S Only
23	14	Black Eyed Peas	Just Can't Get Enough		201106	94	
13	15	Nelly	Gone	Kelly Rowland	201101	73	
18	16	Edward Maya	Stereo Love	Mia Martina	201013	127	
28	17	Katy Perry	ET			105	
24	18	Jennifer Lopez	On the Floor	Pitbull	201104	130	
25	19	Tinie Tempah	Written in the Stars	Eric Turner	201104	93	
29	20	Nicki Minaj	Moment for Life	Drake	201050	98	edit
17	21	Nelly	Just a Dream		201032	90	
14	22	Pink	Raise Your Glass		201041	122	EDIT
9	23	Flo Rida	Who Dat Girl		201046	125	
30	24	Mike Posner	Bow Chicka Wow Wow		201107	74	edit sh*t
20	25	Enrique Iglesias	I Like It	Pitbull	201019	129	
15	26	Rihanna	Only Girl (In the world)		201037	126	EDIT
26	27	Pitbull	Hey Baby		201037	128	
New	28	Bruno Mars	Lazy Song		201108	87	
New	29	Britney Spears	Til The World Ends		201111	133	Small edit
New	30	Lupe Fiasco	The Show Goes on		201045	72	

Recurrents- (Still popular)

21	Black Eyed Peas	The Time (Dirty Bit)		201045	128	
22	Mann	Buzzin		201050	104	Edit
27	Will.I.am	Check it Out	Nicki Minaj	201037	130	edit
Off	Kesha	Take It Off		201028	125	
Off	Katy Perry	Teenage Dream		201031	120	
	KE$HA	We R Who We R		201043	120	Edit
	Mike Posner	Please Don't Go		201034	121	
	Usher	DJ Got Us Fallin In Love	Pitbull	201029	120	Edit
	Bruno Mars	Just the way you are		201030	109	
	David Guetta	Memories	F/Kid Cudi	201012	130	Edit
	Ditty-Dirty Mon	Coming Home		201047	84	Edit
	Nicki Minaj	Right Thru You		201040	81	
	Jay Sean	2012 (It ain't the end of the world)		201032	127	
	Michael Jackson	Hold My Hand	Akon	201047	90	
	Eminem	Love The Way You Lie	Rihanna	201027	87	Edit
	Taio Cruz	Dynamite		201020	120	
	3OH!3	Double Vision- Dance Edit		201035	120	
	Sean Kingston	Letting Go (Dutty Love)		201025	92	
	Travie McCoy	Need You		201037	74	
	Flo Rida	Club can't Handle Me	D Guetta	201024	128	
	Taio Cruz	Dirty Pictures	Ke$ha	201038	120	EDIT
	New Boyz	Break My Bank	Iyaz	201028	91	Edit
	Katy Perry	California Gurls	Snoop Dog	201020	125	
	B.O.B	Airplanes	Hayley Williams	201016	94	Edit
	Travie McCoy	Billionaire	Bruno Mars	201011	88	
	Usher	OMG	Will I am	201012	130	
	Mike Posner	Cooler Than Me		201014	130	
	Lady Gaga	Alajandro		201012	99	
	Tao Cruz	Break Your Heart		201004	122	
	Black Eyed Peas	Rock That Body		201013	125	
	Ready Set	Love Like Woe		201020	90	
	3OH!3	My First Kiss	Ke$ha	201019	138	
	Nicki Minaj	Your Love		201013	95	
	David Guetta	Getting Over You	Fergie & LMFAO			
	Cali Swag District		Teach Me How to Dougie			
	Jason Derula	In My Head				
	Justin Bieber	Baby	Ludacris			
	LaRoux	Bulletproof				
	KE$ha	Tic Toc				
	Black Eyed Peas	Imma Be				
	B.O.B.	Nothing on you	Bruno Mars			

DO NOT PLAYLIST ADDS

Chris Brown	Look at me Now				
Nicki Minaj	Did it on em		Nasty		
Big Sean	My Last	Chris Brown	Glorifies Alcohol		
Snoop Dog	Wet/Sweat				
Kanye West	H*A*M	Jay-Z			
Rihanna	S&M				
Pink	Fr**kin Perfect				
Twista	Make a Movie	Chris Brown			
Lil Wayne	6 foot 7 foot	Cory Gunz			
Problem	My Ex				
No Hands	Waka Flocka Flame	Rosco Dash			
Birdman	Fire Flame	Lil Wayne			
Jeremih	Down On Me	50 cent			
Wiz Khalifa	Black and Yellow				
Kanye West	Runaway				
New Boyz	Spot Right There				
Waka Flocka Flame		No Hands			
Kanye West	Monster	Jay Z -Rick Ross			
Eminem	No Love	Lil Wayne			
Trey Songz	Bottoms Up	Nicki Minaj			
Bumpy Ride	Mohombi				
F**K You	Cee Lo Green				
Right Above It	Lil Wayne	Drake			
Fancy	Drake				

Monthly Music Charts

By TMStudios.com

Pop

1	Pink	F**kin' Perfect
2	Lady Gaga	Born This Way
3	Cee Lo Green	Forget You
4	Enrique Iglesias	Tonight
5	Bruno Mars	Grenade
6	Pitbull	Hey Baby
7	Rihanna	S&M
8	Usher	More
9	Ke$ha	Blow
10	Diddy-Dirty Money	Coming Home
11	Katy Perry	E.T.
12	Avril Lavigne	What The Hell
13	Britney Spears	Hold It Against Me
14	Katy Perry	Firework
15	Chris Brown	Yeah 3x
16	Black Eyed Peas	Just Can't Get Enough
17	Far East Movement	Rocketeer
18	Christina Perri	Jar Of Hearts
19	Britney Spears	Till The World Ends
20	Tinie Timpah	Written In The Stars

Urban

1	Chris Brown	Look At Me Now
2	Lil Wayne	6 Foot 7 Foot
3	Trey Songz	Love Faces
4	Nicki Minaj	Moment 4 Life
5	Kanye West	All Of The Lights
6	Jamie Foxx	Fall For Your Type
7	Nicki Minaj	Did It On 'Em
8	Jeremih	Down On Me
9	Keri Hilson	Pretty Girl Rock
10	Waka Flocka Flame	Grove St. Party
11	Chris Brown	No BS
12	Fabolous	You Be Killin Em
13	Wiz Khalifa	Roll Up
14	Bobby V	Words
15	DJ Khaled	Welcome To My Hood
16	Travis Porter	Bring It Back
17	Miguel	Sure Thing
18	Keyshia Cole	Take Me Away
19	Jennifer Hudson	Where You At
20	Marsha Ambrosius	Far Away

Country

1	Billy Currington	Let Me Down Easy
2	Jason Aldean	Don't You Wanna Stay
3	Thompson Square	Are You Gonna Kiss Me Or Not
4	Zac Brown Band	Colder Weather
5	Darius Rucker	This
6	Lady Antebellum	Hello World
7	Brad Paisley	This Is Country Music
8	Jerrod Niemann	What Do You Want
9	Miranda Lambert	Heart Like Mine
10	Kenny Chesney	Live A Little
11	Sara Evans	A Little Bit Stronger
12	Sugarland	Little Miss
13	Rascal Flatts	I Won't Let Go
14	Ronnie Dunn	Bleed Red
15	Sunny Sweeney	From A Table Away
16	Craig Campbell	Family Man
17	Keith Urban	Without You
18	Band Perry	You Lie
19	Josh Kelley	Georgia Clay
20	Easton Corbin	I Can't Love You Back

Rock

1	Shinedown	Diamond Eyes
2	3 Doors Down	When You're Young
3	Alter Bridge	Isolation
4	Foo Fighters	Rope
5	Stone Sour	Say You'll Haunt Me
6	My Darkest Days	Porn Star Dancing
7	Three Days Grace	World So Cold
8	Godsmack	Love-Hate-Sex-Pain
9	Jonathan Tyler	Gypsy Woman
10	Avenged Sevenfold	Welcome To The Family
11	Sixx A.M.	Lies Of The Beautiful People
12	Gracious Few	Appetite
13	Disturbed	The Animal
14	Seether	Country Song
15	Saving Abel	Sex Is Good
16	Kid Rock	God Bless Saturday
17	Five Finger Death Punch	Far From Home
18	Buckcherry	It's A Party
19	Stone Sour	Hesitate
20	Ozzy Osbourne	Let It Die

Adult Contempory

1	Bruno Mars	Just The Way You Are
2	Daughtry	September
3	Script	Breakeven
4	Train	Hey, Soul Sister
5	Taylor Swift	Mine
6	Katy Perry	Firework
7	Train	Marry Me
8	Sara Bareilles	King Of Anything
9	Katy Perry	Teenage Dream
10	Plain White T's	Rhythm Of Love
11	Pink	Raise Your Glass
12	Bon Jovi	What Do You Got
13	Michael Buble	Hollywood
14	Onerepublic	Secrets
15	Christina Perri	Jar Of Hearts
16	Rihanna	Only Girl
17	Bruno Mars	Grenade
18	Taylor Swift	Back To December
19	Taio Cruz	Dynamite
20	Pink	F**kin' Perfect (Perfect)

Alternative

1	Cage The Elephant	Shake Me Down
2	Foo Fighters	Rope
3	Rise Against	Help Is On The Way
4	Mumford & Sons	The Cave
5	Young The Giant	My Body
6	Black Keys	Howlin' For You
7	Middle Class Rut	New Low
8	Linkin Park	Waiting For The End
9	Black Keys	Tighten Up
10	Foster The People	Pumped Up Kicks
11	Strokes	Under Cover Of Darkness
12	Social Distortion	Machine Gun Blues
13	Airborne Toxic Event	Changing
14	My Chemical Romance	Sing
15	A Day To Remember	All I Want
16	Portugal. The Man	People Say
17	Seether	Country Song
18	Decemberists	This Is Why We Fight
19	Kings Of Leon	Pyro
20	Awolnation	Sail

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