Disc Jockey News

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The Q Corner, Where Quality Meets Quantity

By Mike Walter

Last month, I detailed how I go about teaching Music History. As I mentioned I break this segment of my training down into two essential elements: What to Play and When to Play It. After three weeks of teaching Music History (and each student passing a Music History Final), I feel confident that my students have mastered the What to Play section. Now we move on to When to Play It, which in everyday DJ lexicon is known as programming.

First, I start by explaining the energy level of a party and how it should build throughout the night. For an extreme example of this, I play two songs back to back and ask which one would make a good first hour song and which would make a good last hour song. You can try this with House of Pain's "Jump Around" and Glenn Miller's "In the Mood." Or "Shout" versus "Brown Eyes Girl." Or "Do it Again" and "Celebration." Get your recruits to understand there is such a thing as playing the right song at the wrong time. If they open the night with "Paradise by the Dashboard Lights" odds are it won't work. But if they build up to that song after dinner, it can be a highlight of the party.

Secondly, explain the concept of sets: Grouping or clustering songs into similar piles of music to create a four to eight song set. This is the way your recruits should visualize programming. If a client asks for three Motown songs, they should probably be grouped together. And within that set, the energy should build just like it should throughout the night. Don't start a set with the highest energy song, build up to that.

Here's a great exercise that you can do to see if your recruits have grasped this concept:

Buy a Jenga game. Take the little wooden blocks that make up the game and on each one, write the name of a popular song that you use at gigs. Vary the choices so you have a few oldies, a few club songs, a few slow songs etc. Make it like a typical music list that a client might give you.

Now, randomly dump 20 to 30 blocks in front of a trainee and give them some time to put these songs into sets. If there is a song they don't recognize, don't say, "Oh, that's a disco song from the 70's" or something like that. Play the song for them. Get them to hear a song and think, "What's like that?"

Watching your recruits form sets and begin to think of structuring music can be a great experience. I've done this exercise many times and I'm not too proud to admit I've actually discovered some new ways of grouping songs myself. There's an old Proverb that says, "In teaching others we teach ourselves" and I'm always amazed at how true that is.

The best way to test a recruit to see if he's really picked up programming is to take him or her to a party that you are DJing and have them select all the music for the event. Obviously, you retain all veto power but if you have done your job and taught your trainee how to cluster their sets well, then you shouldn't have to meddle much in the evening's programming. And if it's successful, you'll have the utmost confidence sending your student out by themselves to host their own party. And let's face it, in the end that's what training is all about.

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.

Inspiration & Success

By Tamara Sims

Inspire. Smart. Success. Three words we should think about every day in our business. Jay and I recently attended a seminar with this very title, so I began thinking about what inspires me and what measures success.

Webster's definition of success is: *The accomplishment of an aim or purpose.* But in our world each person's definition of success is unique.

Some measure success by money and power and others measure it in love (yes this is a tip of the hat to our favorite musical "Rent"). In the wedding entertainment industry, success may mean a packed dance floor, a hug at the end of the night from your bride and groom, or a simple thank you.

For me, I feel most successful when I meet someone who attended a wedding of our's and they remember a small detail or story about one of our DJs. One bride contacted me a year after she was married to say thank you for the way Jay treated her grandfather at the wedding. Jay simply took the time to pin on his boutonniere when he saw that he was struggling. Why did she contact us a year later? Her grandfather had become ill and she found a photo of her grandparents from the wedding ceremony and remembered that little detail. For me, touching people in a way you never even imagined is a true measure of success.

Inspire: To influence, move or guide. Our industry is all about inspiration, right? From the flowers, to the dress, to the food and to the music…weddings are filled with inspiration. So when meeting with your clients it is just as important for you to inspire them. Take the time to learn about each couple's journey and guide them so you can create a wedding that will inspire them to view DJ Entertainers in a different light.

How many times have we heard the phrase, "You just play music, right?" Create magic on their wedding day. How wonderful is it to be told that the service you provide is unlike any other they have experienced. Your clients will become your fans for life and will continue to sing your praises long after the wedding is over. Many of you may remember an article I wrote last November about Tiffany and Drew who were getting married 11-11-11. They had a very unique story surrounding the number "11" and I was so inspired by them that I had to share it with all of you! The full story is posted on my Blog at http://www.something2dance2.com/blog/ So last month, when the wedding finally arrived Jay found so much inspiration from their story that at exactly 11:11PM he spontaneously had all of the guests take out their phones or cameras, make a secret wish and take a picture of Tiffany and Drew. You never know where inspiration is going to come from, but it sure is amazing when it does. Especially when it can touch so many people.

Three things to ponder as we end 2011: What inspires you on a daily basis? What do you do to inspire others? How do you measure success?

I hope I have inspired you this year with my monthly articles and that I will continue to provide even more inspiration in 2012!

Please feel free to share your comments with Tamara by visiting her Blog: http://www.something2dance2.com/blog/ or 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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Connections

By Steve Moody

Every once in a while, if we're lucky, we get to work with a room captain or banquet manager that truly (sincerely) cares about our mutual client. Yes, most all managers strive to make their venue look great in the eyes of guests… but with this particular person it goes just a bit deeper. It's their own sense of caring and empathy for the client that makes them go the extra mile.

These room captains/ managers have an extremely different personality type than the others that I have shared with you. This specific personality type is categorized as the "Relator" according to the book *The Platinum Rule* by Tony Allesandra and Michael O'Conner.

As they are extremely unique, this month, I would like to share some helpful hints on how to better connect with these folks. I am sure that we will all agree that making these types of connections at local venues is priceless.

I really enjoy working with "Relators", since they are normally as passionate about SERVICE as I am. If you can give me a little wiggle room here, it is almost like working with a CareBear (from my kid's DVDs). The Relator is always looking out for the best interest of the clients. If that means cutting the cake a few minutes later because they realize that the weddings guests are on the dance floor, so be it. It means that if a bride and groom have a last minute change, the Relator is genuinely happy to make the adjustment to keep them pleased. It also means that, more than any other personality type, the Relator wants to see smiles on the client's faces all night long because they feel that they have developed a special relationship with them.

According to the Platinum Rule, "Relators" are folks that make connections on an emotional level. As you might imagine, this tendency allows them to connect with our mutual client on a much deeper level than other personality types. Relators have a vested interest in the success of the event, not only for the sake of the venue, but for themselves as well. These are the managers and room captains that really know their clients inside and out, just as many of us attempt to do as djs. It is super personal for them.

Relators usually go above and beyond in educating themselves on the clients likes and dislikes, family history, you name it! In reality, they may feel totally responsible for everyone's good time at the event. Unlike the "Socializers" that we spoke about last month, it is not because they want all of the attention and "thanks for a job well done." Relators are more than content to remain silently behind the scenes and watch it all unfold, since they do not like being the center of attention. Now, because of their vested interest in their clients, it may take a while for them to open up and let a dj in their "circle of trust". It has nothing at all do with us but everything to do with their safe guarded "protection" of their clients.

Easing in and earning the trust of a Relator may be easier for some DJs than others. Those of us who share similar characteristics will have a much smoother path. That being said, those that are willing to alter their approach just a bit, can also find it very easy to make this important connection.

We all have someone in our lives that fits the description of a "Relator". As I mentioned in a previous article, for me it is my Grandmother. She is the CareBear of our family, so to speak. When meeting a banquet captain or room manager with a similar personality type, Mom-Mom immediately comes to mind. My brain kicks into gear and I begin thinking of conversations, that would keep her engaged. For the most part, all of my conversation with them revolves around the client. When speaking with a Relator, I never ever talk about myself (unless it is something that I have done that has directly benefitted this particular client.) Keeping the conversation focused on the client gives us a great deal of common ground since a Realtor cares about the clients in the same way that I do.

It's almost like meeting a person that shares the same favorite movie as you. That one common thread can give you so much to talk about. You can always get the ball rolling by asking a Relator if their experience with the client has been as wonderful as yours has been. Your foot is almost in the door! Keep showing them how much personal interest you have put into the event.

When a Relator realizes that you have the clients best interest at heart and have taken the time to get to know them in the same way that they have, you have got both feet in the door. Now we have some room to play ball! In all of our conversations during the night, I share little things with them about this particular client. I explain how we kept in touch during the entire planning process with e-mails and phone calls, how we send them little links to helpful planning websites and articles, how we spent time really getting to know what they wanted for their big day. Many times a manager with this Realtor personality type will even ask questions about the sites or articles we sent. I am always sure to get their contact information so that I can follow up and send them the links on Monday morning. This follow up e-mail or phone call can be the beginning of a wonderful relationship. Keep in mind that this approach works best with Relators only. Other personality types either don't have time for this sort of thing, or just don't care about it.

One more quick tip! As the Relator is so personally invested in the event, I always try to keep them informed. I know some times things come up at the last second but I honestly try my hardest never to throw them any curve balls. In most cases, they have spent as much time working on this wedding as I have. (Well maybe not as much, but probably close to.) Try not to pull the rug out from under them. They will not forget or forgive as easily as some of the other personality types once you broken their trust.

Here's a quick example of how I connected with a Relator a few weeks ago. Let's call her Julie. To say that this room capitation was sweet, isn't a strong enough word. To this couple, she was almost like a guardian angel behind the scenes during their wedding reception. Anyhow, abut halfway through the night, during the daddy/ daughter dance, Julie approached me about the song and the artist. As we continued speaking, she told me that she wished she had more musical knowledge, since every once in a while clients speak to her about song choice. In most cases she just suggested that they speak with their DJ (Good Idea). However, after hearing this, I used it as an opportunity to get my foot in the door. Unlike other personality types that could care less, I knew that she would have an appreciation for one of the apps I use on my I Phone. Many of us, as DJs, have been using the *Fun Wedding* app for some time now but Julie had never heard of it. I explained that it contained highlights of the most requested Daddy/ Daughter dance songs along with so many other categories.

Julie came back over to my table about a half hour later. She had already downloaded the app and given it the once over. NEW FRIEND FOR LIFE! Like I said, for other personality types this would have been no big deal. Managers with the Director personality type would not have time to look at something like this. Socialziers would not have an interest. That being said, this was a great tool for the Relator to add to her box.

Skipping to the end of the night, the bride and groom came up for a picture with me (gotta love that). The manager is standing on the side and I say, "Julie should really be in this shot too. Julie, I know you are not one for making a fuss but come on, it's just the four of us now. You have contributed so much to this night. Will you please stand here next to me?" I can some it up in three words. "Over The Moon!" We have already been added to the preferred vendors list and calls started coming in the following week.

Connecting with the "Relator" can be so much easier than some of the other personality types. It just may take a bit of time and extra hand holding. Next month I will finish up this series with some helpful tips on connecting with a room captain/manager that has the "Thinker's" personality type.

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One Thing You Need To Know

By Dean C. Carlson

Last month I talked about looking back to move forward, and as anyone who gives advice, well they should heed it. So Over the month of November I took a trip down memory lane. Meaning I pulled out old video from a leadership conference I hadn't looked at in a few years and watched it again. I came across a gem by Marcus Buckingham called "One Thing You Need To Know"

Before owning my own company, I use to be the sales manager and operations manager for a large multi op. At our peak we would roll out up to 18 shows a night. If you were to ask Barb Allee, the office manager and also sales person, if I was the right person for that job just before they hired me, she would have told you no way. Fate has a funny way of changing this, and I got the job despite all sorts of red flags.

Lucky for me the owner of the company was a completely hands off kind of boss, and that is exactly the type of environment that I would thrive in. It allowed me to form my own style and run with it. It allowed me to be the manager that I always wanted to be.

Now before getting to that Multi op I had been a service manager in a large repair shop for 8 years, and I had been trained by the Navy's ninja sales training school to become a recruiter, so I had a bit of back ground.

Between sales manager and operations manager, I excelled at the latter. And here comes the big take away, if you are thinking about hiring an operations manager or maybe you are one now: Great managers turn one person's talent into performance. By the way if you have staff at all then this applies to you. It sounds so simple, and yet really if more people got this then you would almost have zero turn over.

By the time I had been operations manager for 12 months we had only 2 of the original 20 to 25 DJs that I inherited. One of the first people I had hired, Sam Kaspszak is still with that company almost 9 years after. Believe me, it's not because of the money as many of you might think. People respect great leadership. So here is takeaway #2: send your staff to as much NON DJ leadership training as possible.

For those of you who have been to years of DJ conferences and seminar, have you ever seen one on how to be a great manager of people? Why is that? If you get a chance check out The Leadership Summit held every year in August by the Willow Creek Association. That's where I learned most of my people skills over the last 9 years.

But I digress, back to the one thing. Great managers turn one person's talent into performance. First off I want you to notice that the sentence doesn't say ALL people, it says one person. As much as we would all like a system that works perfectly for everybody there just isn't one. And unfortunately bad managers try to force THEIR system on people because frankly it worked for them it must work for everybody. You may have heard the analogy that great managers play chess while average one play checkers. This is because in Chess, most of the pieces have different types of moves and in checkers they only have one.

A few years ago I wrote an article about a book called "Strengths Finder 2.0". Now in this book it talks about how we have it all backwards, from a very young age people have always been trying to raise our weakness and never pushing our strengths. Think about it, if you got 2 A's, 2 B's, 1 C, and a D what did your parents and teachers push you to do? Fix the D. But what if math just wasn't your thing, but maybe English and reading was? What if they had pushed you into tougher classes in your strengths, image were you might be now with it.

A great manager will identify their people's strengths and capitalize on them. It is not to say one should completely ignore weaknesses, and some people's weakness will never allow them to be great DJs no matter how good the manager is, they shouldn't even be on your staff anyways. Of all the DJs we had we always attacked and promoted their strengths. Some were better mixers, some better MCs, and some where great at games. But because we nurtured their strengths so much, any deficiencies they had their strengths outshines. For example, I am not the best mixer ever, I am ok. But I excel at games and MCing.

Managing this way leaves all the people that work for you with the feeling that their success is important to you. This MUST be a real emotional connection with the people you manage, they will sense insincerity instantly. A great manager sees growth and gets a kick out of it. Strength training will also fast track your DJ's growth as a person, and a performer.

The second part of great managers turn one person's talent in to performance is performance. For those of us in the DJ world performance has 2 meanings, performance as in shows but it also means with respect toward the job they do, or job performance.

Great managers need to find their people's strengths, but they also need to find their triggers. Think about this, we wanted all our staff to attend weekly training meetings, do all their own planning with clients, travel in a lot of cases very long distances, lose just about every weekend all summer long and the pay was not extraordinary.

You can do this by understanding what triggers your staff. For some people just to tell them good job was enough, were others required trophys, some wanted bonus money, and yet others wanted public recognition in newspapers. There are a lot of triggers, but until you understand what it is for EACH person you will have a much harder time keeping staff doing the extremely tough work of DJing.

Finally investing in your people is important. By this I mean training. And I am not talking about taking them all to Vegas for a convention. You also need to know what kind of learner each of your staff is. There are basically 3 kinds, Analyzer, Doer and Imitator.

It has been my experience that the imitator is the fastest leaner followed by the Analyzer and then Doer. Mostly because the Doer will re-invent the wheel before becoming great, the Analyzer will have to do it over and over again before they feel they get it, and the imitator will probably see it once and be ready to go.

The Doer probably has the greatest potential though, because they have a tendency to take things to new levels. The problem is can your company deal with their mistake that they will make along the way. Imitators are only as good as you are. They will be your steady Freddie's. And for me the analyzers just about drove me crazy. Even if they had great potential, they rarely got it quick enough to be useful. But if you stick with them they become rock solid. As you can tell there is NO one clear path to teaching these people. And if you get stuck in the rut that they all need the same training, well then you might just lose a few very good people.

If learning how to be a great people manager was easy enough to break down into 1300 words we would all have these skills. Not all people are wired to manage people. Empathy, trust, courage, loyalty, humility, honesty, vision casting, patients, drive and several other characteristics all go into the mix. But this is a good place to start.

Good Luck and Great Shows.

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Makin' A List And Checkin' It Twice

By Steve Beck

I have a "Black Friday" tradition that doesn't involve getting up in the middle of the night and standing in line waiting for some big box store to open its doors so I can trample a bunch of other shoppers in an attempt, unusually unsuccessful, to get some great deal. I eventually realized I could get even better deals by waiting until the week before Christmas, when prices are even lower.

What I do to avoid the Black Friday crowds is stay home, make a pot of coffee, start a fire in the fireplace and draw up my Christmas shopping list. The list may be getting a little shorter and a little less lavish in these difficult financial times, but it's still a lot of fun to think back through the year, trying to remember comments made by friends or loved ones that would serve as hints to what they'd really like for a Christmas gift.

This year, after I finished the list, I began thinking about what I'd like for Christmas for all the DJs out there… those who are my friends, those I barely know and even those I haven't met yet. Here's what I've come up with:

1. A real crackdown on illegally downloaded music.
2. Venues requiring proof of liability insurance.
3. Some sort of licensing or certification program.
4. A unified voice for the disc jockey industry.

The problems associated with the proliferation of illegal downloads are obvious to DJs and KJs everywhere. The free acquisition of music for which legitimate disc jockeys pay makes a huge difference in the amount of overhead required to acquire and maintain a music library. That difference eliminates the possibility of a level playing field. Less overhead means these illegal operators can charge less for their services because they don't have music acquisition costs to cover.

Some of the major karaoke manufacturers have been quite vocal in the last couple of years about their efforts to combat illegal sharing of karaoke music files. Unfortunately, their motivation isn't to remove illegal operators from the industry. They are businesses, and as such they're motivated purely by profit as you would expect. They want to force illegal operators to become legal through the threat of lawsuits, forcing them to purchase legal libraries. While that helps the karaoke manufacturers, it sends a message to illegal operators that they aren't taking a big risk. If they get caught, they can "get legal" for a couple thousand dollars and the manufacturers will then give their blessing. That does little to help those who've been legal all along and are being underbid by the pirates.

As for venues requiring liability insurance, this would help the industry in a couple of ways. First, it would weed out some of the pirates… people who don't pay for their music usually cut a number of other corners, including insuring their businesses. Second, if more DJs purchased liability insurance because they had to have it to work in venues, the cost of liability insurance would come down.

The idea of some kind of licensing or certification program has been kicked around for years. A number of difficult, legitimate questions have been raised. Would you need different certifications for different types of DJs? For example, should there be one certification for club DJs, another for wedding DJs, another for KJs, yet another for school dance DJs? Where would it end?

Then, who sets the standards for certification? Would there be standards for professional quality gear? Would proof of a legal library be required, and if so… what would constitute such proof? What about continuing education credits? If they'd be required, who is going to determine what training would be acceptable, and for how many credits?

None of these questions are easy to answer, but does that mean we should just avoid the process? Many professions have some kind of board that governs certification or licensing and they require at least minimal amounts of continuing education. I'm coming around to the idea that we need to do something along these lines for our profession. Getting any sort of agreement on the subject will be very difficult, but I believe it can be done.

George Carlin once said, "Did you ever notice that everyone driving slower than you is an idiot, and everyone driving faster than you is a maniac?!" Here's the DJ equivalent: everyone charging more than you is a price-gouger and everyone charging less than you is a bottom feeder.

Our biggest problem is that we are constantly bickering amongst ourselves, often over issues that are just plain trivial. Spend a little time on almost any DJ chat board and look at all the debates being beaten to death. Sit or stand? Eat or don't eat? If you can entertain a room full of people, I don't care if you do it while standing on your head and stuffing a cheeseburger down your throat. Yet people get passionate about this stuff!

We as an industry are constantly dividing ourselves into factions. Full-time vs. part-time. Professional vs. "hobbyist". Bose system users vs. practically everyone else. Wedding DJs vs. club DJs vs. school DJs. Expensive vs. economical. The choices go on and on but the pattern is the same. Instead of looking for the commonalities we all share, we look for the differences that divide us.

And that brings me to my final wish for all DJs – a unified voice for our industry. I don't know where we're going to find it or if it's already here. But I do know we need to get over our differences and move forward together as an industry until we reach a point where those who choose DJing as a career can earn a decent living at it, while those who choose it as a way to supplement their income from their other careers can succeed as well.

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The Way I See It: It Pay$ To Be Nice

By Michael J. Lenstra

She was maybe a little plump, kind of quiet, and well just not one of the popular gals. She was a custodian, and I guess you could say a co-worker, though not many of the other workers really interacted much with the custodial staff. But when she came into my area I was always polite and tried to have a bit of conversation with her.

We were both working at a big box printing company at the time and a couple of years later I made a career move for better opportunities, and a year or so after that I also decided to leave the multi-op DJ company I was working for part time and venture out on my own.

Just a month or so after making that decision I was invited to be part of a bridal fair, a rather small event inside a craft store where they were trying to push their wedding accessories. While there making my public debut I saw her, the former co-worker who not many had befriended. I got her attention and yes, she remembered me. Turns out she was headed up the aisle, with a former classmate of mine no less. I explained to her how I was now operating my own DJ company. She took my info and a couple of days later she called and booked me and I had one of my first wedding gigs.

But this story gets better.

The wedding was great and the maid of honor, the bride's sister, was a great facilitator. As the evening wore down she came to talk to me and said she had never heard of my company before. I explained to her how I had worked for one of the local multi-ops but just recently had begun my own entertainment company.

"Well," she explained, "I own a bridal shop. Why don't you bring some of your cards and brochures in and I'll display them in my store."

I worked out a business arrangement with her and soon I had posters, cards and brochures in her bridal shop, and everyone that purchased a wedding dress from her establishment received a $25 gift certificate towards one of our services, and I cannot tell you what a boost that was in getting my company off of the ground.

I was reminded of this whole scenario by a blog I had read recently by author and marketing expert Harry Beckwith.

**"To get lucky – and luck always is in play – you have to get in its path."* he advised, and that's what I had done, by taking the time to be kind and considerate to this young lady years before.

I still see my former co-worker from time to time. She now works at a local retail store and when I have the opportunity I still take a moment and say hi to her, grateful for the opportunity that she had given me so many years ago, and still trying to be kind and respectful.

The way I see it, a smile can go a mile. Being considerate and respectful to most everyone can open up doors down the road you never knew existed.

*http://www.beckwithpartners.com/blog/

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- **Exhibit Floor Stage** with performances and meet-and-greets with Bust-A-Move's Young MC and "Cha Cha Slide" creator DJ Casper.

PARTIES

- Opening night '60s-themed mixer with host, Johnny Rozz
- **American DJ Customer Appreciation Party** with ***Digital Underground*** ("Humpty Dance"), ***Skeelo*** ("I Wish") and ***Paperboy*** ("Ditty") and great DJs spinning, hosted by ADJ's own Sparky B.

SEMINARS

- Marketing's "Hitman," **Steve Brazell**
- **Moses Avalon, music biz expert**
- The Return of **Mark Ferrell**
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THE MOBILE BEAT DJ SHOW & CONFERENCE

Minneapolis: Learning, Empowerment & The Juicy Lucy

By Ron Ruth

In mid-November I had the pleasure of attending the Disc Jockey News Conclave 2.0 in Minneapolis, MN. I would say attendance was somewhere in the area of 55-60 DJs from not only the Midwest, but from as far away as Oregon & Florida.

Although some might consider the attendance for the day and a half conclave sparse, DJN publisher John Young, deliberately set limits as to the number of DJs that could attend. By doing so, it created a more intimate and social atmosphere for learning and for networking. And what a great opportunity it was to discover new and valuable content that every DJ in attendance will be able to apply to the benefit of their business.

I had the honor of presenting alongside a number of industry notables including Bill Hermann, Peter Merry, Mike Walter, Scott Faver and Jason Jones. For readers who may not know who these individuals are and the experience, talent and expertise they share so unselfishly, you really need to attend a DJ conference somewhere in the country. Personally, they are not just my friends, they are my mentors. I'm constantly amazed, as many of you have been or will be, by how much knowledge can be gained from listening to them speak.

The DJN Conclave 2.0 also featured sales coach Carolyn Herfurth and surprise visits, via Skype, from Dave Louis and Jason Jani. And, absolutely no one will forget the evening we all went out to enjoy the mighty cheeseburger that made Minneapolis famous...the delectable, cheese gushing, Juicy-Lucy! That treat alone made the 7 hour drive from Kansas City worthwhile.

The biggest news to come from the DJN Conclave, however, is that it will be returning to the Mystic Lake Casino next year. Mystic Lake served as the home for what use to be the MAPDJ & Disc Jockey News Conferences a few years ago. With a number of amenities not found anywhere else in the Minneapolis area, it is a great venue for next year's conclave and an excellent choice to allow this exciting, yearly event to grow.

I applaud John Young, actually I give him a standing ovation for his ongoing ability to produce some of the best conferences I've ever attended and for constantly reaching higher to help others achieve success in their business and personal lives. In my opinion, he is a champion of the DJ industry with a heart as big as his home state of Minnesota.

The added highlight of my trip to Minneapolis was attending "The Entertainment Experience." This day-long, performance workshop for wedding entertainers is facilitated by its founders, Bill Hermann and Jason Jones. It is also one that I highly recommend to every wedding DJ who wants to excel at making a memorable, personal and emotional connection between guests and the newlyweds at a wedding reception.

Relying on their combined experience in the performing arts, Bill and Jason invite workshop attendees to think of wedding receptions as theatrical productions and to look at the performance aspect from the point of view of an actor, director and producer. Their 4-part curriculum of staging, story, transitions and performance is the foundation of the workshop that encourages wedding entertainers to really understand the impact their "delivery" of these principles have on an "audience."

Although I learned a great deal and see opportunities to make immediate and marked improvement in my own performance, there were a number of standout moments during the workshop that I particularly enjoyed and appreciated. They are what I think you will find most appealing when considering whether to attend.

Bill and Jason began the workshop by going out of their way to put everyone at ease by differentiating between critiquing participation and looking at those performances from a different point of view. That approach made it far less intimidating to take the stage in front of a room full of peers.

They also allowed for discussion on points where some found minor disagreement or required additional explanation to clearly understand certain aspects of the workshop. I had to ask for clarification a couple of times. Bill and Jason's answers to me and to others were always delivered in a considerate, courteous tone that made it easy to fully comprehend the content.

Although there is a definitive structure to the workshop, the delivery was relaxed and entertaining. At the end of each section of the workshop, they "check-in" to make certain that their message has been clear to all before moving on to the next topic.

"The Entertainment Experience" encourages participation. At one point I volunteered to deliver my "canned" welcome to wedding guests. When I was done, I experienced one

of the greatest personal moments of the workshop when Bill demonstrated how to make it so much better. He walked me through the process of creating an emotional impact just from saying "Hello." That one, hands-on moment has made me eager to explore every facet of my performance to become a far better entertainer.

While it has been some time since I was a theatre major in college, Bill and Jason reminded me that acting isn't always about line delivery. Acting is in large part about reacting to others and to situations. Those reactions are what make the difference between a mediocre and an exceptional performance and between an average and amazing event.

As the syllabus for "The Entertainment Experience" promises, I feel empowered to enhance the reception experience for everyone, including myself.

Whether you're a newcomer or a veteran of the industry, you can feel the same level of empowerment and bring your clients an emotionally charged and engaging performance by attending "The Entertainment Experience" workshop. The next workshop will be held on March 12th & 13th in Minneapolis, MN. For more information regarding workshop time and location, visit www.billcreates.com

In something of shameless self-promotion, I invite you to join me for an updated and more entertaining presentation of "Disney's 3 Keys to Success and Your Wedding DJ Business" at the Mobile Beat Conference in Las Vegas. Even if you saw it in January, 2011, you've not seen this presentation before! As it was at MBLV XVI, I'm part of the exciting "pre-show" activities and will take the stage at noon on Monday, February 6, 2012.

Finally, this will be my last DJN article for 2011. I don't want to end without wishing all of you a very merry Christmas and a joyful New Year! See you again in 2012!

Ron Ruth is the owner of Ron Ruth Wedding Entertainment in Kansas City, a WED Guild™ member and a self-professed "Disney Geek." Ron can be reached at 816-224-4487 or via email at ronruth@discjockeynews.com.

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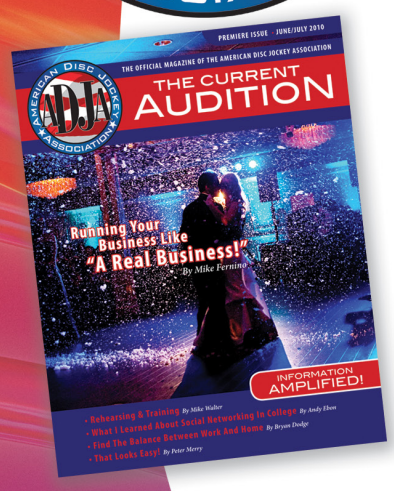

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Where Did The Time Go?

By Rob Peters

It seems like it was not too long ago when I was approached by John Young about writing for the Disc Jockey News. It has almost been a year already.

As the year closes, I decided to take a look back through the past year and share with you what I have learned over the past year. Even though I have been a DJ and Entertainer for over 20 years, I STILL keep learning…between reading books ad publications such as the DJN, attending seminars and even the infamous "School Of Hard Knocks"…I STILL keep learning! This list could take up a whole issue, but I promise to keep it light, fun and educational! Most of this article has NOTHING to do with kid's entertainment and can be applied to you and your business, regardless as to the number of years you have been a DJ, and what kind of entertainment you provide!

One of the most frequent quotes I have shared this year is "Without A Plan There's No Attack…Without an attack, there's no victory!" It comes from one of my favorite movies "One Crazy Summer", starring John Cuzak and Demi Moore. It came out in the late 1980s, and included great performances from Curtis Armstrong (you know him better as "Booger" from "Revenge Of The Nerds"), Bobcat Goldthwait, and a very young Jeremy Piven. One of the most important things I learned this year was that you always should have a plan, as well as goals. We do a quarterly strategic plan and goal setting at my company. But sometimes, things come up and sticking to your plan can become difficult. I have learned that even having goals is not enough; you should have goals and build a plan that will help you achieve each of them. Having a deadline or a date for you to expect to achieve each of them will help you have more focus when working toward those goals.

Another learning experience I have learned this year came from the shows I performed as a children's entertainer. Kids REALLY do say the darndest things. One of the most speechless moments I had this year involved a moment during a kid's party where I learned that the guest of honor, who was 4 years old, knew about human anatomy, and decided to share this information in the middle of the kids show. Being prepared and knowing what comments to acknowledge and what ones should be ignored can be helpful. Luckily, I noticed the difference and was able to keep the show going without much impact based on their comments.

I also found that this year, I have not only learned, but I have also had to be the "teacher". I have found that there is value in educating your prospective clients, especially in regard to the number of calls I received I receive asking me to donate my services for a "fundraiser.". Two years ago at the Mobile Beat Conference and Convention in Las Vegas, I presented a seminar entitled "Profiting From Non-Profits". As part of this seminar, I did extensive research to prepare and learned that the Internal Revenue Service does not consider a donation of DJ services as something that can be considered tax deductible because a service donation is considered to be a donation of our time.

Did you know that there are still people who work with non for profit agencies who still believe that if we donate our services, it can be considered a tax deductible contribution to their non-profit organization? This year, we received a number of calls from prospective clients who were interested in our services, but were not aware that our contributions would not be considered a tax deductible donation. After giving each of these callers the proper information, we still wound up booking 9 out of every 10 of these events, and even were able to charge our regular rate in exchange for the guarantee of a donation of part of our fee. Most of these callers were grateful enough to have learned the difference. The one that got away this year felt she could do better with the information she had, which proves that you still can't

Peters Continued On Page 9

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Have You Invested 10,000 Hours?

By Mitch Taylor

Malcolm Gladwell's recent book "The Outliers" discusses the 10,000 hour rule, which in theory was developed by psychologist Anders Ericsson. The theory goes that you too can do anything you set your mind to if you spend 10,000 hours practicing whatever it is you want to become "expert" at. More on this in a bit.

Think back to what made you fall in love with this business in the first place. Ok…so for some of us it was girls, others music, others saw it as a means to make money yet others still are passionate about moving people emotionally. What drives you? What are you most passionate about? Have you invested 10,000 hours into being an expert at your performance? Your planning? Your production skills? Your business?

As adults, we often run into a time crunch, not enough hours in a day, gotta pick up the kids from school, take the daughter to dance practice, go get the oil change, grab dry cleaning, etc. If you truly want to become an expert at something the time is normally invested in your formative years between 7 to17. At the recent Disc Jockey News Conclave 2.0 (which if you haven't made time for I HIGHLY RECOMMEND checking out the next one upcoming) I was impressed to see some younger disc jockeys in attendance such as JD Fisher. Imagine if you had the abilities of today's training and technologies available to you when you started in this business! How much further ahead would you be (and how less sore would your body be?)While we may not be 17 again (or want to be), we can take this to heart if we truly want to become better at what we do.

Question: How do you eat an elephant? Answer: One bite at a time. You may not be able to invest 10,000 hours but what if you invested just 1,000 hours? 100 hours? 10 hours? You can't look at the investment as that big number. You have to look at it in small chunks. The key is to MAKE the time. In a recent seminar Mike Walter promised to give us an extra five hours in a week. He did…simply by recommending we get up one hour earlier than we do right now and INVEST that time wisely.

What could you accomplish if you immersed yourself fully into your business, your passion your dreams? What would you do if you truly KNEW you could not fail? I see and talk with many mobile entertainers who could truly succeed in this business if they immersed themselves fully, if they dedicated the time, effort and training to developing their planning, production and performance skills to truly make it in this business. Life is WAY too short to not chase your dreams… whatever they might be. I encourage you to take the first step. Invest an hour….then two….then three and set a goal in mind to increase your proficiency in your business. Who knows…it may not even take 10,000 hours to get there.

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.

The Referral Coach

By Matt Anderson

9 Ways to Add Value to Referral Sources Who All Do the Same Thing

How do you handle having several referral sources who all do similar work? Are you juggling relationships with multiple photographers or event planners? Since it's difficult to send them all referrals, here are some suggestions.

The point I want to emphasize most is for you to recognize you have a lot to share.

1. Ask yourself: How can I most add value to this person?

This is my favorite question/solution. There are so many different ways to be a resource to others, if you give your brain enough time to think on it. I wrote about this last month.

2. Be an information broker

a) Ideas that help grow their business expertise and make them better/more competent at what they do, e.g. share best practices that (other) florists use to grow

b) Ideas that help them grow their business, e.g. sales and marketing tips that you learned at a recent conference or read elsewhere in this paper!

3. Refer them to your centers of influence Who's in your network that might be synergistic for them? Ask them.

4. Add value to them personally

A past client of mine, Suzanne, told me a brilliant story last week about how she built a fabulous referral source with a tough-to-connect-with lawyer by having him mentor her about getting involved in a charity he was passionate about.

When I was in London last month, the partner of a firm told me a terrific story about how he did the same with a CEO's favorite hobby – they became friends and it ultimately led to a £100m account.

On a more everyday level, it could be sending information to a referral source about a new cooking class or helping a client's son's make a job contact.

5. Invite them to an event

This could have potential prospects for your referral source to meet or simply present great ideas. In my early days when most of my business was local, I was a member of seven different organizations partly for this reason.

6. Give them your free professional advice

Many of my clients present valuable ideas to referral sources that put water in the well. Do you consider it foolish to give away your best ideas? That's fear-based thinking and not how the majority receive it. Most people figure you must have plenty more wisdom and expertise that's well worth paying for.

7. Share revenue

This is my least favorite idea but, according to Daniel Pink in his recent book, Drive, about one in four people are motivated extrinsically by money. Fortunately, the rest refer because they like to help others and figure that if they give a lot, it will come back to them one way or another.

8. Have them refer you to their vendors

It can only make your referral source look good if you let them refer you to one of the key people in their network. I felt good telling a past client of mine last month that my wife and I had hired a lawyer that she had referred us to.

9. Get more competent and comfortable giving referrals

Ask for help from your referral sources on this one. Could you divide up the referrals you get? I have had a few clients over the years who were skilled at this. Some base their decisions on expertise areas, personality fit, or location.

Matt Anderson can be reached at: http://www.thereferralauthority.com

Lessons From The Trenches

By Kelly Suit

OK class, today we are going to discuss lessons learned from homecoming season. If you have been reading my column for any length of time you probably know that a big part of our business is the school market, particularly high schools. This season we did almost 20 homecoming dances and a few smaller school events. All in all it was a successful time both financially as well as having happy clients which is the best of both worlds for our business. I did learn some very valuable lessons that I hope will make us better for prom season and I'm going to share that with you in hopes that if you are planning on pursuing larger school events you might be able to side step some land minds of your own. For those that don't want to pursue the school market, but either run or want to run a multi-op DJ business, there is some nuggets for you as well.

Lesson One – Operations is King! Well at least in making sure that your staff has everything they need to do the best job possible. We've struggled in this area over the years, but this year we made some changes in how we do things. It was a huge improvement! In our company we broke our operations work flow up for a checks and balance in hopes as to not miss anything. I and Arnoldo (the head of our school division) create the parts list. Usually Arnoldo creates the parts list and then I go over it with a fine tooth comb in hopes that we don't miss anything. We do this for each and every event and then load the document up to our company Dropbox account. From there our operations department (which consists of my amazing wife Christina and Adam our operations manager) takes the lists and verifies that we have enough equipment to cover all the events for each date on our event calendar. If we are short on quantities it's my job to purchase whatever we need.

When everything is in stock, our operations department pulls and stages the equipment. They then contact the DJ that will be the primary for the event and arrange times for loading. We require the DJ to be there for load in as another check and balance and to make sure that everything that we agree is on the parts list actually goes out to the event. In the past we've had arguments between our entertainers and our operations department because of items that were supposedly loaded and couldn't be located, that didn't happen one time this season!

We put much more emphasis on our operations department and it paid off big time for us. In the past it was a one person or two person team, but this year it was a three person team (I put myself in operations to help) as well as having the DJ there for load in. I guess what I'm saying is that operations is a vital part of your business and you need to provide the resources for them to do the best job possible.

Lesson Two – Plan on burnout! When our busy season hits, our entire company gets on edge. It gets too easy to push each others buttons and as the season grinds on, everyone gets burned out by the pressure. This year wasn't any exception and to be honest I dropped the ball here. I let the pressure get to me and didn't do a very good job of managing the stress for my staff. We did make effort, had a company party and tried some other stress relief ideas, but it was too little too late. I know what to expect and my plans are to try to be more proactive in making sure that it doesn't get out of hand. This is a tough one because everything is an emergency and everything needs to be done yesterday, but I'm hoping with more prep and patients that it will be smoother next time around which leads me to lesson three …

Lesson Three – Do prep as early as possible! Honestly, finances prevented us for getting all the equipment purchased as soon I'd have liked. Most schools don't pay deposits in our area and many of them we don't see payment until the event (sometimes even later). Unfortunately for us homecoming season is on the heals of summer and in Florida it gets too hot for events during the summer months. Our business slows down in July, dies off in August, and is on life support in September right up to the beginning of homecoming. We had to go in debt to get everything we needed for this season, but I waited until the last possible moment so as not to have to rack up interest debt. Waiting only caused more stress so for the money that we saved it wasn't worth the trade off. In the future I'll order what we need as soon as the need arises to alleviate this issue.

Lesson Four – Money isn't everything! OK, I already knew this, but sometimes we need to be reminded. We took on the max we could handle a couple of dates and while everything turned out just fine, the stress was overwhelming! Pushing your staff and your business to the end of their resources is crazy and if I have any control over this it won't happen again. If, God forbid, one of our staff couldn't make an event or some of our equipment died at the event we would have been stuck. I'm a big believer in back ups, not just in equipment but in personnel. It felt like we were walking a tight rope without a net. If anything had gone wrong the money we would have had to refund would have made it a losing situation. Don't get me wrong, I'm all for making money, but within reason. It should never cause you to lose sleep at night.

I originally wanted to share some thoughts about the LDI convention that I attended last month, but this was weighing on my heart to share. Unless something else happens in my life, expect that next month and have a very merry Christmas!

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

Great Moments/Quotes From 2.0

By Michael Lenstra

If you missed the Disc Jockey News Conclave 2.0 November 13-15 you missed the opportunity to learn how to: convey your value at a celebration to a client; fresh, unique and creative approaches to a wedding; the question you should be asking; a chance to personally partake in some of Scott Favers games; an eye opener from a sales coach; a juicy Lucy; lessons from the mouse; how to make Peter-Merry-like money with a multi-op; a chance to meet and network with fellow DJs from as far away as Ft. Lauderdale, Toronto, Kansas City, Dallas, Chicago, New Jersey and Portland; a woman's point of view from behind the mixer (thank you Sabrina) and memorable quotes like these:

Memorable Quotes from the 2011 Conclave 2.0

• "You want them to get that you care."

• "If you don't have anything to say—don't say anything."

• "We had a memory coach here last year. Ironically I can't remember his name!"

• "If you're getting nowhere with your e-mail, do something different."

• "We have to get people to dance! We have to get white people to dance!!"

• "Wealth is not what you make, it's what you keep."

• "It's not about what you do the best—it's about what they want the most."

• "We sell happiness."

• "Telling someone they're not your ideal client is like breaking up with your girlfriend. It's not easy."

• "Being the best is not a destination—it's a journey."

• "Don't be noise, be purposeful."

A personal thanks to John Young for organizing the Conclave again this year and for giving us, the DJs in the Upper Midwest, the opportunity to learn and interact with some of the nations best DJs. I'd also like to thank most of my local competitors for NOT being there. Because of this I can take the information that I have learned and apply it to my business, which will I'm sure help me fill my events calendar and stand out from you.

Hope you can make it next year.

Mike Lenstra is the owner of Alexxus Entertainment and a full time DJ in Dubuque IA. You can email him at mikelenstra@discjockeynews.com

Peters continued from page 7

win them all!

One of the biggest learning experiences was based on something that I learned many years ago from my good friend Ray-Mar. I have known Ray-Mar for many years, and he is a good friend! I first met him while doing an interview for another publication about 8 years ago in Orlando, Florida. We sat, chatted and he shared some insight that I found phenomenal: "You're business will be there tomorrow," referring to the constant need to attention that our clients sometimes provide, and finding balance between your business life and your personal life.

For the first time in a long time, I took two vacations this year that had NOTHING to do with attending a DJ convention or having to perform at an out of town venue. I actually took two one week VACATIONS! One week, I actually sat poolside and read for 3 days! The other brought me to a beautiful lake in Vermont. It was nice to get away with my family and enjoy something other than having to worry about my business. I didn't have to rush anywhere, didn't have to worry about the phone ringing with a business call, and actually enjoyed NOT running a business for a week. It actually helped clear my head and made those business issues that had been troubling me seem not so important. And ironically, my business was there when I got back…and I was able to make it better because I took time to NOT think about it!

So now that I have shared the lessons I have learned with you, I hope the coming year brings you the success you are looking for in your business. I am grateful to all of you who have read my insight and information in the Disc Jockey News… and look forward to sharing more with you in 2012!

Happy Holidays!

With over 20 years experience in the Mobile DJ industry, Rob Peters is the owner of Rob Peters Entertainment, Inc. located in Braintree, Massachusetts. Rob is an Endorsed Professional Entertainer, author of "The Business Of Mobile DJing" from ProDJ Publishing, a member of N.A.M.E. and ADJA, and the owner of Bubble Parties.com, which offers a business plan and materials to help DJs make money performing Bubble Parties for children.

Rob can be reached at: robpeters@discjockeynews.com.

The State Of The DJ

By DJ Avestan Kerenaoiti

When did DJs become equipment rental companies?

There was a time when DJs had talent.

That talent allowed them to be creative - to push the limits. They used a razor blade on reel to reel tape to make remixes, they pushed the limits of their equipment and became musicians in their own right. They searched record stores day and night for that one track they could use to make the room EXPLODE.

And now? Now we have DJs renting PA systems, lights, music and much more. DJs get a feed of popular music (the same as most other DJs) and leave the creativity at the door.

When did we abandon our core values as musical conduits to the world? When did we abandon our creativity? When did we abandon our TALENT? All of those things that made us GREAT?

Instead of selling our talents - we rent a 'pa system'. Don't think so? Then why do DJs promote their equipment? DJ A has 5000 watts of digital sound. DJ B uses equipment ABCD because it violates the laws of physics by putting so much sound into parts of your body that it might cause major bleeding!

Instead of selling our talents - we rent music. Don't think so? Then why do DJs promote the size of their libraries? I'm sure your 50,000 track collection of Bavarian polkas and Scandinavian folk melodies is a must play! But let's be honest - there was a time people got by on a couple dozen records. Why? Because they were HEAVY and when you were playing a party in a 5th floor walk up, you'd swear that collection of vinyl weighed 500 lbs.

Back then DJs knew how to program music and how to rock a crowd. They used creativity and their own musical knowledge to create sets that were simply spectacular. Where did these talents go?

We can talk about this sort of thing all day long, but we need to get back to the focus on TALENT. When will DJs realize that the people who charge more than they do get that price because they're more TALENTED than they are. They don't have to be better salespeople because talent sells itself.

What's the state of the DJ nation? DJs have become pool of near talentless hacks renting equipment to people who don't know any better and then wonder why their event wasn't what they wanted. Or, they realize too late that they lowered their expectations to a pa system, a guy, and some music - with talent being optional.

If you have talent - try selling it sometime instead of renting your equipment. You might find you LIKE the difference talent makes.

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Tweaking Your Public Speaking

By Harvey Mackay

There are only two times in life when you're really alone -- just before you die and when you have to make a five-minute speech. Studies have found many people would rather die.

You may know Teddy Roosevelt's "Man in the Arena" speech. "The credit belongs to the man who is actually in the arena . . . His place shall never be with those cold and timid souls who neither know victory nor defeat."

Do leaders still sweat it out in the arena? You bet! At least that's the way I feel every time I make a speech -- and I make 30 to 40 speeches every year!

I have a very useful tool to make speech-making easier. It's called the Mackay 35 to Stay Alive. It's one of many handouts that are available free on my website,www.harveymackay.com. Here are some of the most important points.

The most important are the first three:

• Room size.
• Room size.
• Room size!

If 100 people are going to attend, the room should seat 75. If 500 people are expected, the room should hold 400. You want the excitement of a standing room only, bumper-to-bumper crowd. I could put the world's two best speakers in the wrong-size room, or in a room laid out the wrong way, and they would only rate a B.

Another hint: Set the podium back a few feet from the audience so you can walk in front of it. You want to create intimacy with the group at critical moments.

Let's say you are addressing a breakfast, lunch, or dinner audience. Ask your introducer to request politely that the people with their backs to the stage stand up and turn their chairs forward so they can see you better without distractions. And the rest of the audience doesn't have to deal with them bobbing and stretching throughout your talk.

Bring your toolkit: your speech, a ruler and masking tape -- in case the lip of the podium is not high enough to accommodate your papers . . . then build your own lip. Masking tape has another use too: to strap down any creaking door latches that might shut with a bang while you are talking. Your goal is to override noise-makers.

Introducers are critical. Always try to have a real pro introduce you. Be wary of someone who is a poor speaker being given the honor. The stage must be set.

Outside noise from the adjoining rooms and hallways is the #1 killer of meetings. Is another event being held in the rooms adjacent to your talk? If you can't hear a pin drop, you're in the wrong room. A quick phone call to the catering manager will help ensure total quiet.

Never, never, never end your program with a question and answer session. You cannot control the agenda or the quality of the questions. The fireworks of your topic can end with a fizzle. Start the Q&A five minutes before the end of your talk. Then transition from one of your answers to a dramatic close.

If you have a questionable story, try it out first. Try it out on the person who invited you to speak and at least two others before using it. Better yet: If in doubt, don't tell it at all. I once asked a friend if I could run a joke by her to make sure it was appropriate. She turned to me and said, "If you have to ask, you already know the answer."

Find out who the group's last three to five speakers were and how they were accepted. Probe as to why they were successful or why they failed.

Never check a room out with any of the audience present. If the audience has already started to arrive you're already too late to make substantive changes. Sweating over a malfunctioning microphone demolishes your image. You want the first impression to be you, on stage and in control -- unless it is greeting all the people as they come into the room, which I find makes a great impression.

Debrief yourself within a couple hours of a speech. Take 10 minutes to write down what you could do better the next time. With so many unknowns, the amount to be learned is infinite. Try something new every time you speak and you'll never become stale.

Mackay's Moral: The best way to sound like you know what you're talking about is to know what you're talking about.

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," and "The Mackay MBA."

Top 30 Clean High School Songs

SchoolDanceNetwork.com

#	Artist	Title	Featuring	PC #	BPM	Notes
1	David Guetta	Without You	Usher	201136	128	
2	Gym Class Heros	Stereo Hearts	Adam Levine	201125	91	
3	Jason Derulo	It Girl		201133	92	
4	LMFAO	Sexy and I know it		201133	130	
5	Cobra Starship	You Make Me Feel		201120	132	
6	Maroon 5/Aguilera	Moves Like Jagger		201132	128	
7	Rihanna	We Found Love		201140	128	
8	Lil Wayne	How to Love		201123	77	
9	Britney Spears	I Wanna Go		201124	131	
10	New Boyz	Better with the Lights on		201120	112	
11	Flo Rida	Good Feelin		201137	128	
12	LMFAO	Party Rock Anthem	Lauren Bennett	201102	131	
13	Alexandra Stan	Mr. Saxobeat		201119	127	
14	Bad Meets Evil	Lighters (squeaky clean)	Bruno Mars	201125	90	
15	Nicki Minaj-Rih	Fly		201132	120	
16	Bruno Mars	It Will Rain		201140	75	
17	Drake	Headlines		201132	76	
18	Nicki Minaj	Super Bass		201115	127	
19	David Guetta	Where them Girls at	FloRida-Nicki Min	201119	130	
20	Sean Paul	Got 2 Luv		201129	92	
21	Kanye West	All of the lights	Kid Cudi, Rihanna	201050	71	
22	Enrique Iglesias	I Like How it Feels	FT Pitbull	201139	128	
23	Breathe Carolina	Black Out	Use Radio Edit	201124	124	
24	Pitbull	International Love	Chris Brown	201140	120	
25	Beyonce	Countdown		201140	84	
26	Hot Chelle Rae	I Like it Like That	FT-New Boyz	201139	101	
27	Pitbulll	Give Me Everything	Ne-Yo & Nayer -	201114	129	
28	T-Pain	Best Love Song	Chris Brown	201108	81	
29	J Cole	Workout	Edit N**ga, S**t	201126	93	
30	Rihanna	You Da One		201147	127	

Recurrents- (Still popular)

Lady Gaga	The Edge of Glory		201120	128	
Chris Brown	She Ain't You		201114	91	
Bruno Mars	Lazy Song		201108	87	
Beyonce	Best Thing I Never Had		201124	100	
Lupe Fiasco	The Show Goes on		201045	72	
Black Eyed Peas	Just Can't Get Enough		201106	94	
Jennifer Lopez	I'm Into You	Lil Wayne	201115	84	
Wiz Khalifa	Roll Up		201106	94	
Adele	Rolling in the Deep		201048	105	
Britney Spears	Til The World Ends		201111	133	
Katy Perry	ET			105	
Tinie Tempah	Written in the Stars	Eric Turner	201104	93	
Hold it against Me	Britney Spears		201103	134	
Lady Gaga	Born This Way		201102	120	
Usher	More		201047	125	
Enrique Iglesias	Tonght	Ludacris	201047	126	
Ke$ha	Blow		201102	120	
Pittbull	Rain on Me	Marc Anthony	201125	128	
Far East Movement	Rocketeer	Ryan Tedder	201047	96	
Chris Brown	Yeah 3X		201044	129	
Katy Perry	Firework		201041	124	
Keri Hilson	Pretty Girl Rock		201042	80	
Mike Posner	Bow Chicka Wow Wow		201107	74	
Taio Cruise-Travie	MacCoy	Higher	201102	128	
Nelly	Gone	Kelly Rowland	201101	73	
Bruno Mars	Grenade		201044	111	
Chris Brown	Deuces		201031	74	
Rihanna	What's My Name		201043	100	
Edward Maya-Mia	Martina	Stereo Love	201013	127	
Pink	Raise Your Glass		201041	122	
Flo Rida	Who Dat Girl		201046	125	
Nelly	Just a Dream		201032	90	
Enrique Iglesias	I Like It	Pitbull	201019	129	
Rihanna	Only Girl (In the world)		201037	126	
Pitbull	Hey Baby		201037	128	
Black Eyed Peas	The Time (Dirty Bit)		201045	128	
Mann	Buzzin		201050	104	
Will.I.am	Check it Out	Nicki Minaj	201037	130	
Katy Perry	Teenage Dream		201031	120	
KE$HA	We R Who We R		201043	120	
Mike Posner	Please Don't Go		201034	121	

DO NOT PLAYLIST

	Artist	Title	Notes
New	Wiz Khalifa-Snoop	Young, Wild and Free	The chorus and first two lines: So what we get drunk , So what we smoke weed
New	Britney Spears	Criminal	Glorifying guns and killing.
	B.O.B w/ Lil Way	Strange Clouds	Strange Clouds has nothing to do with the forecast. The strange clouds in this song are the ones formed by smoking pot...this is an anthem to getting wasted.
	Meek Mill	Ima Boss	Rick Ross...Known nasty rap guy is the featured artist. Makes sense that this song is like most of the rest of the Gansta rap stuff he's known for. Laced with most nasty words you can think of. Avoid this garbage at schools.
	Big Sean	Dance (A$$)	Even cleaned up with edits this one talks about grinding and butts. Best to leave this one at home.
	Taio Cruise	Hangover	Stand clear of this song. It is all about drinking, getting drunk and the residuals of being drunk.
	Foster the People	Pumped up Kicks	Search out the clean version with no guns, no bullets and no violence and this one is safe to play. Otherwise better avoid it at schools.
	Rick Ross	I Love My Bi**hes	Rick Ross almost never produces a decent school friendly song. When you see a Rick Ross song...beware!
	T-Pain	5 O'clock	Clearly describes a 5am sexual encounter.
	Ace Hood	Body 2 Body	Leaves little to the imagination. Title says it.
	Chris Brown	Wet the Bed	
	Loyd	Dedicated to My EX	The original version uses bitch, shit and pussy 46 times. If you use the Prime Cuts version, it's clean. Not popular enough yet to worry about playing at schools.
	Jay Z-Kanye West	N****s in Paris	"Get Jay Z and Kanye together its bound to be over the top. The title has the "N" word. The first line: "So I ball so hard muhf*ckas wanna fine me But first ni**as gotta find me. What's 50 grand to a muhf*kaa like me" NOT GOOD FOR SCHOOLS. "
	Rihanna	Drink to This	Third song in a row for Rihanna on this list. One for sexual violence, one for just sex and this for glorifying drinking. She's 3 for 3.
	Miguel	Quickie	
	Dev	In the Dark	

Monthly Music Charts

By TMStudios.com

Pop

1	Gym Class Heroes	Stereo Hearts
2	David Guetta	Without You
3	Adele	Someone Like You
4	Maroon 5 & C.Aguilera	Moves Like Jagger
5	Cobra Starship	You Make Me Feel…
6	Rihanna	We Found Love
7	LMFAO	Sexy And I Know It
8	Foster The People	Pumped Up Kicks
9	Dev	In The Dark
10	Katy Perry	The One That Got Away
11	Jason Derulo	It Girl
12	Bruno Mars	It Will Rain
13	Kelly Clarkson	Mr. Know It All
14	Flo Rida	Good Feeling
15	LMFAO	Party Rock Anthem
16	Nicki Minaj	Fly
17	Lady Gaga	You And I
18	Bad Meets Evil	Lighters
19	Selena Gomez	Love You Like A Love Song
20	Britney Spears	Criminal
21	T-Pain	5 O'Clock
22	Gavin DeGraw	Not Over You
23	Lady Antebellum	Just A Kiss
24	Jessie J	Domino
25	Rihanna	You Da One
26	Drake	Headlines
27	Hot Chelle Rae	I Like It Like That
28	Andy Grammer	Keep Your Head Up
29	Nickelback	When We Stand Together
30	Breathe California	Blackout

Country

1	Taylor Swift	Sparks Fly
2	Brantley Gilbert	Country Must Be Country Wide
3	Eli Young Band	Crazy Girl
4	Blake Shelton	God Gave Me You
5	Lady Antebellum	We Owned The Night
6	Miranda Lambert	Baggage Claim
7	Jason Aldean	Tattoos On This Town
8	Zac Brown Band	Keep Me In Mind
9	Thompson Square	I Got You
10	Rascal Flatts	Easy
11	Eric Church	Drink In My Hand
12	David Nail	Let It Rain
13	Jerrod Niemann	One More Drinkin' Song
14	Luke Bryan	I Don't Want This Night To End
15	Band Perry	All Your Life
16	Kenny Chesney	Reality
17	Chris Young	You
18	Darius Rucker	I Got Nothin'
19	Ronnie Dunn	Cost Of Livin'
20	Martina McBride	I'm Gonna Love You Through It
21	Hunter Hayes	Storm Warning
22	Brad Paisley	Camouflage
23	Dierks Bentley	Home
24	Alan Jackson	Long Way To Go
25	Justin Moore	Bait A Hook
26	Edens Edge	Amen
27	Sara Evans	My Heart Can't Tell You No
28	Montgomery Gentry	Where I Come From
29	James Wesley	Didn't I
30	Keith Urban	You Gonna Fly

Adult Contempory

1	Band Perry	If I Die Young
2	Adele	Someone Like You
3	Adele	Rolling In The Deep
4	Bruno Mars	Just The Way You Are
5	Lady Antebellum	Just A Kiss
6	Onerepublic	Good Life
7	Script	For The First Time
8	Lady Gaga	The Edge Of Glory
9	Jason Aldean	Don't You Wanna Stay
10	Andy Grammer	Keep Your Head Up
11	Maroon 5 & C.Aguilera	Moves Like Jagger
12	Kelly Clarkson	Mr. Know It All
13	Colbie Caillat	Brighter Than The Sun
14	Script	Nothing
15	Lady Gaga	You And I
16	Katy Perry	Last Friday Night
17	Train	Save Me, San Francisco
18	Hot Chelle Rae	Tonight Tonight
19	Daughtry	Crawling Back To You
20	Gavin DeGraw	Not Over You
21	Foster The People	Pumped Up Kicks
22	Nickelback	When We Stand Together
23	Matt Nathanson	Faster
24	Fray	Heartbeat
25	Daryl Hall	Talking To You
26	Margo Rey	Let The Rain
27	Doobie Brothers	Brighter Day
28	Seal	Let's Stay Together
29	Justin Hines	Tell Me I'm Wrong
30	LMFAO	Party Rock Anthem

Urban

1	Jay-Z & Kanye West	N***** In Paris
2	Beyonce	Party
3	Lil Wayne	She Will
4	Drake	Headlines
5	Chris Brown	Wet The Bed
6	Wale	That Way
7	Ace Hood	Body 2 Body
8	Big Sean	Marvin & Chardonnay
9	Wale	Lotus Flower Bomb
10	T-Pain	5 O'Clock
11	J. Cole	Workout
12	Big Sean	Dance (A$$)
13	Rick Ross	You The Boss
14	Future	Tony Montana
15	Mindless Behavior	Mrs. Right
16	Elle Varner	Only Wanna Give It To You
17	Jay-Z & Kanye West	Otis
18	Drake	Marvin's Room
19	Meek Mill	Ima Boss
20	Bei Maejor	Trouble
21	Drake	Make Me Proud
22	T.I.	I'm Flexin'
23	Red Café	Fly Together
24	Waka Flocka Flame	Round Of Applause
25	Verse Simmonds	Boo Thang
26	Monica	Until It's Gone
27	Birdman	Y U Mad
28	Melanie Fiona	4am
29	J. Cole	Can't Get Enough
30	Nicki Minaj	Fly

Rock

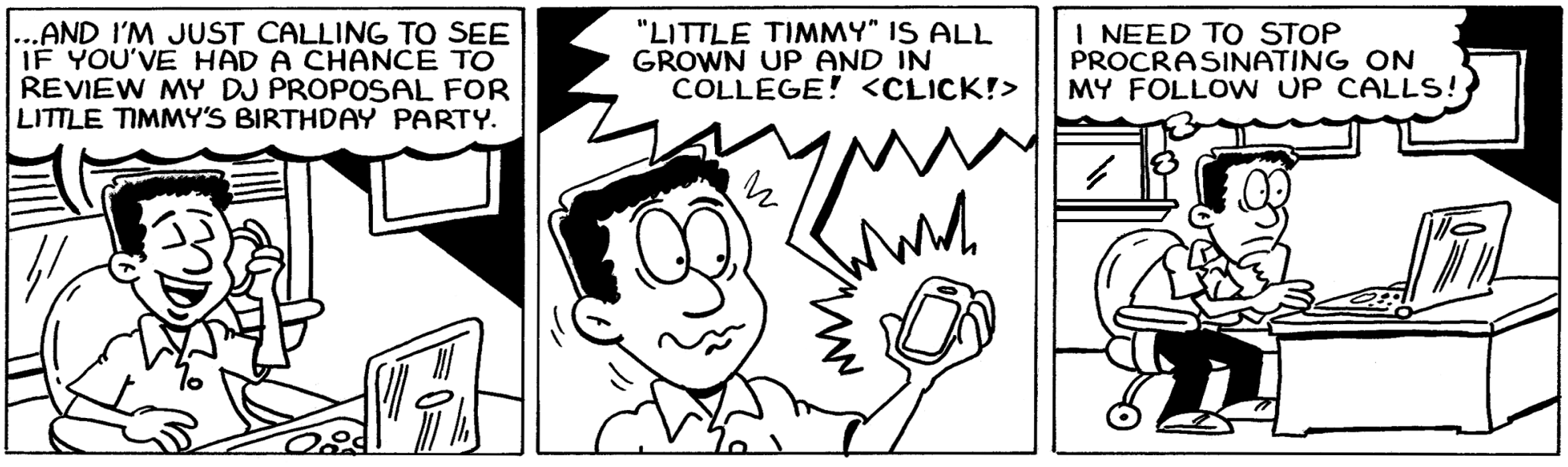
1	Foo Fighters	Walk
2	Nickleback	Bottoms Up
3	Red Hot Chili Peppers	Adventures Of Rain Dance…
4	Seether	Tonight
5	Sixx A.M.	Lies Of The Beautiful People
6	Chickenfoot	Big Foot
7	Bush	The Sound Of Winter
8	Staind	Not Again
9	Seether	Country Song
10	Pop Evil	Monster You Made
11	Evanescence	What You Want
12	Chevelle	Face To The Floor
13	Sixx A.M.	This Is Gonna Hurt
14	Breaking Benjamin	Blow Me Away
15	Five Finger Death Punch	Under And Over It
16	Foo Fighters	These Days
17	Red Hot Chili Peppers	Monarchy Of Roses
18	Disturbed	Hell
19	Skillet	It's Not Me It's You
20	Daughtry	Renegade
21	Papa Roach	No Matter What
22	Kenny Wayne Shepherd	Come On Over
23	Puddle Of Mudd	Gimme Shelter
24	Five Finger Death Punch	Remember Everything
25	Theory Of A Deadman	Bitch Came Back
26	Mastodon	Curl Of The Burl
27	Black Stone Cherry	Blame It On The Boom Boom
28	Avenged Sevenfold	Buried Alive
29	Steel Panther	17 Girls In A Row
30	Korn	Narcissistic Cannibal

Alternative

1	Bush	The Sound Of Winter
2	Black Keys	Lonely Boy
3	Young The Giant	Cough Syrup
4	Coldplay	Paradise
5	Foo Fighters	Walk
6	Awolnation	Sail
7	Foster The People	Pumped Up Kicks
8	Red Hot Chili Peppers	Adventures Of Rain Dance…
9	Foster The People	Helena Beat
10	Switchfoot	Dark Horses
11	Seether	Tonight
12	Chevelle	Face To The Floor
13	Cage The Elephant	Aberdeen
14	Grouplove	Colours
15	Evanescence	What You Want
16	Foo Fighters	These Days
17	Blink-182	After Midnight
18	Incubus	Promises, Promises
19	Naked And Famous	Punching In A Dream
20	Blink-182	Up All Night
21	Florence + The Machine	Shake It Out
22	Red Hot Chili Peppers	Monarchy Of Roses
23	Airborne Toxic Event	All I Ever Wanted
24	Sublime With Rome	Take It Or Leave It
25	Everlast	I Get By
26	Jane's Addiction	Irresistible Force
27	Awolnation	Not Your Fault
28	Staind	Not Again
29	Kooks	Junk Of The Heart
30	Korn	Narcissistic Cannibal

A Different Spin by Jason Nocera

www.nichecartoons.com



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