

Focus

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Publisher

Chuck Washington

Editor

Larry J. Jackson, Sr.

Copy Editor

Joy Ramos

Director of Advertising

Tony Washington

Creative Director

Shawn Strahan

4747 NE Martin Luther  
King, Jr., Blvd.  
Portland, OR 97211

503-288-0033  
Fax 503-288-0015

e-mail:  
news@  
portlandobserver.net

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Focus welcomes freelance submissions. Manuscripts and photographs can be returned if accompanied by a self-addressed stamped envelope.

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# Jammin 95.5 brings reality to real radio heads

By FELICIA L. SLIDER  
FOR THE PORTLAND OBSERVER

The ladies lover (LL Cool J) couldn't have said it best during his debut performance in the 1985 hip-hop cult classic "Krush Groove" *I can't live without my radio*. And oh how we all long for the days when b-boys, carried boomboxes for lyrical and breakdance battles. They rapped with swift tongues, not guns. We wish those days would come back again when Radio Raheems gave our ear drums, eargasms by blasting out radio showstoppers tunes like Rakim's "You know I Got Soul" with Eric. B., as well as Doug E. Fresh and the Ready Rock MC's.

But now as we look to the future, we're already in charge of our own music technology.

We're not only playing CD's into players no bigger than the human hand, but we are able to re-mix, sample, record, and loop our favorite top-ten hits all at the press of a button. And to top that, we can even retrieve the latest billboard hits from the internet; all at the click of a mouse. Technology at it's best? For those artist who pay big bucks for production, labeling and distribution... maybe interactive media without the middle man (the retailer and the radio dee jay....maybe not). In a time when we're all so caught up in the media hype of Y2K...for a minute...let's just get back to the basics. *DJ please... Pick up your phone...I'm on the request line.*

So!... at 5:00 p.m., Friday night, on the 26<sup>th</sup> day March 1999, Jammin's previous contemporary-adult format, switched over and began. Thus, giving birth to the new KXJM Jammin' 95.5.

And because of the welcomed support and need for a 24-hour radio format of this type, the radio ratings are speaking for themselves. During a conversation with Jammin 95.5's Program Director, Mark Adams, he explained how in just the short time that Jammin was given birth, the ratings are excellent. Adams stated, "All of radio has what you could consider a report card. It's called the



'Pretty Boy' Dontay, D.J. for 95.5

Arbitron Ratings. It's like what the Nielsons Ratings are for television. We're always in a ratings period. It's comes out about four times per year. Most recently, with the Summer 1999 ratings book, the stations ratings listed like this...Persons (listeners) 12 to 17 years of age, we're # 1. Ages 12 + (plus)...#3. And with listeners 18-34 ... #2. We're quite impressed at the returns in Jammin's first time out."

And during a recent interview with KXJM's resident-DJ & Music Director, "Pretty Boy Dontay", he explained how Jammin' 95.5 is and plans for more success in bringing it to the Portland massive audience. *TELL ME WHY JAMMIN 95.5 DECIDED TO DO THE "SUMMER JAM" & "SUPER JAM" LINE-UP?*

As with every major radio station, we at Jammin 95.5 feel it's our job, as a radio station, to bring the artist to the market. We want our listeners to know the artist, as well as the

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# Fed Up With BLAND CHICKEN?



"We've teamed up with Popeyes to spread the word about flavor. And we mean FLAVOR! Popeyes' own NEW ORLEANS SPICY or LOUISIANA MILD chicken is so packed with flavor, every bite is a PARTY FOR YOUR MOUTH! That's every bite of every way Popeyes serves it up... Chicken Boxes, Dinners, Sandwiches, Wings and Strips. Not to mention the taste-tempting side dishes and biscuits!

"Yessir, you can COUNT ON POPEYES to deliver flavorful goodness, no matter how you love your chicken. If you are tired to death of that bland chicken those other guys serve, come on over to POPEYES. And help us in our mission to SAVE THE WORLD FROM BLAND CHICKEN!"

-Redd & Zeke

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15 MIXED PIECES for 13.<sup>99</sup>