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OF THE ARTS

By Bret Schulte

Corporations, Edge spark deep hatred

A long time ago I decided there is nothing wrong with the emotion of hate. Hate can be a beautifully constructive phenomenon. Hate is among the most passionate of motivators, the others of course being love and Winona Ryder movies. So it is hate which drives me to write this column about the air-borne plague that has descended on the metro Omaha and Lincoln area — 101.9-FM, The Edge.

I hate The Edge for more reasons than they have songs on their rotation. I hate the fact that they still, after all the hype, insist on purporting themselves as "alternative." The only thing that would qualify as alternative anymore is what is now billed as "mainstream" (and, I guess, polka ballads).

Maybe it's just me, but I always thought that selling a quadri-zillion CDs meant that a majority of music listeners possess the disc, and it is therefore no longer an alternative to a mainstream sound.

The only explanation for this heresy is corporate money. Have you ever seen the bumper sticker "Corporate rock sucks?" Such honest profundities are rarely uttered. Corporations are the reason why The Edge flourishes. The Edge is a format stations subscribe to, much like the franchise of a restaurant.

It is this corporate abuse of image that taints and destroys the movement and message of rock. It is this corporate abuse that led Kurt Cobain to place a shotgun in his mouth and pull the trigger. And it is this gross abuse of corporate hegemony that empowers The Edge to falsify the image of rock and turn it against itself, supporting a few monolithic corporate bands over the masses of poorer, independent groups.

It was over the summer that my hatred of The Edge focused like a laser beam. I set my alarm clock on 101.9 in the mornings because only the overwhelming ignorance of the morning DJs accompanied with the miserable music could rouse me from my peaceful, angelic slumber.

One day, as I was struggling to pull my head from the 5 a.m. pillow vacuum, the happily chattering Edge DJs were discussing corporate rock. I instantly perked up.

Ernie Mills and Nikki Boulay were replying to a letter written by a listener annoyed with the talking during songs. The writer of the letter thought it was in poor taste to use the song for the personal benefit of the station.

Well, the two DJs were quite outraged. Mills sharply replied that many musicians write the long guitar intros for the stations. And in this way, the DJs could promote the song and the station.

I got dressed very angrily. And drove to work very angrily. And I acted angrily for the rest of the morning. The absolute gall and blindness of this poor, brainwashed product of corporate America saddened and — you guessed it — angered me.

Please see **EDGE** on 10

Welcome to The Inside

Omahan makes living off Van Halen magazine

By ANN STACK
Senior Reporter

Jeff Hausman has the job of his dreams.

He gets to hang out on the beach in Mexico, party with rock stars, work out of his apartment and get paid for it.

So how did this 27-year-old Omaha native get hooked up with the high life?

He started The Inside, the world's largest unofficial Van Halen fan magazine. The Inside is run out of Hausman's West Omaha apartment.

Hausman fills orders and does most of the writing for The Inside, as well as deciding what gets published and where it's placed on the pages.

But the actual printing of the magazine is a continental affair— He's got someone in Canada working on the actual layout, it's printed in Toronto and mailed out of Detroit. He's got editors living in New York, Chicago and Boston, and the web site is done by a fan in California.

Hausman came up with the idea for The Inside while studying architecture at the University of Nebraska at Omaha. He thought he wasn't getting much out of college, so he decided to quit school and do what he wanted to with his life.

"I looked at the adults I knew and no one was excited about their jobs," he said. "I talked to my parents and said I want to have fun...I wanted to party, go to the beach and listen to Van Halen."

"They said, 'You can't make a living out of that,' and I said 'Watch me.'"

That was three years ago. Since then, The Inside has grown to more than 5,000 subscribers worldwide. The magazine is designed to attract adult readers, and contains information not likely to be found elsewhere.

"It's pretty much exclusive information," he said. "Most of the fans are in their 20s and 30s, and already know everything about the band, so it has to be big for them to subscribe."

Some of that "big" information includes exclusive interviews with the

band. Hausman recently scored an interview with Eddie Van Halen and Gary Cherone, the new frontman for Van Halen. Cherone was the former lead singer for Extreme, and had the lead role last year in the Broadway musical "Jesus Christ Superstar."

"I'm so excited," Hausman said. "No one else has interviewed this guy yet. I'll be the first."

Van Halen's singer of more than a decade, Sammy Hagar, was released from the band in June. It was rumored that they had hired David Lee Roth, the band's original lead singer, back. It was announced last week that Cherone would replace them both.

Hausman, as big of a fan as he is, was ecstatic about the change.

"I think it's a good thing," he said. "They got rid of Sammy (Hagar) because his heart wasn't there anymore. David Lee Roth just can't sing — it took him forever to do the two songs on the new album."

The new Van Halen album, titled "The Best of Van Halen: Volume I," is scheduled for release Oct. 22. Hausman said he had heard — although he doesn't know for sure — that he and The Inside are personally thanked in the liner notes for their continued support.

The Inside isn't just a fan magazine — it's also a Van Halen merchandise outlet. Hausman's three-bedroom apartment is literally overflowing with the 170 items he has for sale. He's got everything from books and stand-ups of Eddie Van Halen to toy tour-trucks and comic books.

"When I started this I had no connections to anything in the music business," he said. "Now I'm so into the Van Halen camp, I'm the PR guy without being hired."

In fact, Hausman is into Van Halen public relations so much, he's got Guitar and Guitar World magazines calling him for VH updates.

The band members are loyal readers of the magazine, he said, and learn about what fans are thinking.



ANN STACK/DN
JEFF HAUSMAN sits at the editor's desk at "The Inside," the Van Halen fanzine Hausman publishes from his home in Omaha.

"It (The Inside) acts as a link between them (Van Halen) and the fans," Hausman said.

The web site address for The Inside is: [www: http://www.vhinside.com/vhinside/](http://www.vhinside.com/vhinside/) and e-mail address is INSIDE@SONIC.NET. The Inside's phone number is (402) 496-7710. Subscriptions are \$20 a year and include

four issues.

So what happens if Van Halen breaks up? Hausman isn't too worried about that — he compared their following to that of the Grateful Dead's. He sees a long future with Van Halen and The Inside.

"I want to do this for the next 10 years," he said. "This is the most ultimate job in the world."

New dance craze could be next Macarena

The tongoneo uses hip-swaying and pelvic thrusts that make Elvis look stiff.

MIAMI BEACH, Fla. (AP) — A sexy sway of the hips. A few pelvic thrusts. Some simple arm movements. A catchy Latin rhythm. Put it all together and it's likely the next step in the Latin line dance craze.

First came the Macarena, which shook baseball stadiums and political arenas alike and sits atop the Top 40 charts.

But move over Macarena, here comes the tongoneo.

Exposed navels, tightfitting halter tops and skimpy miniskirts dominated the dress as contestants at a recent tongoneo contest on Miami Beach strutted for television cameras.

In Spanish, a tongoneo is a seductive hip movement. As a new song and dance, will it follow the Macarena to the top of the charts?

"It's way better than the Macarena and you can incorporate what you want to incorporate," said Catalina Montes, a finalist in the nationwide tongoneo contest that concluded in September on Miami Beach. "And it keeps you in shape."

She learned the dance a few months

ago, just after the song was released. She heard it on a college radio station and loved it.

"Everybody is really getting into it now," she said. "The beat is enough. You hear it and you have to move."

The Macarena took years to catch on. It's a collection of simple arm movements followed by a jump and half-turn. The tongoneo is less robotic and slightly more complicated. It combines a series of turns, quick steps, hip-swaying and pelvic thrusts that make Elvis look stiff.

"Everything has its time," said Raul, a member of the group Mestizzo that sings the song and came up with the provocative dance. "This might not be the next Macarena, but it's the next step."

From Montgomery, Ala. to Chicago to New York, the Latin line dance craze has exploded.

Yankee Stadium currently claims the record for the most people doing the Macarena at a sports event. More than 50,000 did it in New York to break the record of more than 37,000 held by the Seattle Mariners.

In Chicago, the Democrats did the Macarena every night at their convention. But the tongoneo was there too.



MATT HANEV/DN

Hispanic delegates did it at one reception.

The tongoneo has already hit gold in Mexico and the United States, according to the group's manager. But the bigger hopes are for a successful crossover into the English-language market.

It's getting a big-bucks marketing boost from record label Polygram Latino and Miller Brewing Co., which sponsored the dance competition and tour.

"I see it getting quite a bit of play," said Miami radio personality Lazaro "DJ Laz" Mendez. "It's definitely a crossover record, once they get a feel for it."

Bob Behar, president of Hero Productions, which operates Latin music video cable channel H-TV, said the song has "been getting good response and a lot of requests."

"It's taking over," he said. "Macarena opened the door."