SOUND . LIGHTING . VIDEO . MUSIC . PERFORMING

Mobile Beat

THE MOBILE ENTERTAINER'S MAGAZINE

ISSUE 138 NOVEMBER 2011

WWW.MOBILEBEAT.COM

ONLINE COLUMN CONTROVERSY!

SLAMMED DJS STRIKE BACK!

DETAILS ON PAGE 12

WEDDINGS: REACHING THE NEXT LEVEL

CREATIVE RECEPTION SONG SUGGESTIONS

TRIVIA: NEW PRE-NUPTIAL FUN

MAXIMIZE WEDDING INCOME WITH THE LATEST ADD-ONS

HOW TO BOOST YOUR BOOKINGS WITH BRIDAL SHOWS

MBLV16 FEATURED SPEAKERS

STEVE BRAZELL: FOCUS YOUR BUSINESS

MOSES AVALON: THE TRUTH ABOUT CLONING

A JOURNEY TO PLANET DJ

TIM "T" CAMPBELL: THE HOCKEY JOCKEY

REVIEWS:

- RELOOP JOCKEY 3 ME CONTROLLER
- STANTON/SCRATCH ACADEMY MIX!
- ALTO TRUESONIC ACTIVE SPEAKERS
- PROMO ONLY'S NEW POOL SERVICE
- DIGIGAMES V-STATION

DJUniversity
Presented By:
DJU
CHAUVET
Value - Innovation - Performance

TURN TO PAGE 8

A DJ Power Play

HOCKEY JOCKEY FITS THE DETROIT RED WINGS TO A "T"

BY STU CHISHOLM •

In the pages of my book, *The Complete Disc Jockey*, more than a dozen different jobs requiring a DJ's skills are detailed. Some are complete departures from the norm, while others might make good additions to just about any growing mobile company. Today, I'm throwing the spotlight on just such a DJ: Tim "T" Campbell, owner and operator of Tunes by T in East Lansing, Michigan.

T has been a mobile DJ for almost 29 years, specializing in wedding celebrations. But when the Michigan summers come to a close and the wedding season begins to wane, T turns his focus to one of the most exciting sports venues in the country. This September, T will begin his 18th season as the official DJ for the Detroit Red Wings at Joe Louis Sports Arena.

I must admit to a bit of bias here, because I've known Tim by reputation for many years. I've bumped into several members of his DJ staff at various venues over the years and have always been impressed by their professionalism. Being a hockey fan, I have also been impressed by T's innovation and creativity as the DJ for the Red Wings. One of the first DJs integrated into an NHL venue, he has developed a style that is, at best, only poorly imitated by more recent DJs in other arenas. He has songs to pump up a quiet crowd, other songs to help keep the energy high, and still others to provide a running commentary on the action on the ice (see sidebar). But let's not get ahead of ourselves. I caught up with Tim on a Friday night in August that we both, by pure coincidence, weren't booked for.

Tim Campbell with NBC's Doc Emrick

S C: I've seen you around for just about my entire career! How did you first get started as a DJ?

T C: Growing up, I listened to the radio constantly. Casey Kasem's *Weekly Top 40* was a staple in my music diet. I memorized every song by title, artist and lyrics and I loved to sing along. Being the youngest of five siblings growing up in the Sixties, I was hooked on the oldies. As soon as I started making money I began collecting my favorite tunes on 45 [7" vinyl]. I'll never forget the first single I ever bought, "Build Me Up Buttercup" by The Foundations. I still love that song. When I was in college during the late "70s, dance music became very popular. I was really into the funk music and I loved dancing to the grooves of Earth, Wind & Fire, Rick James, the Gap Band, Kool & The Gang and others. I remember buying my first 12" single, "Rapper's Delight" by The Sugarhill Gang. I played that record over and over until I had memorized every word [laughs]. Whenever I went to a party I'd bring my records and I'd make everybody dance with me.

My first "real" job was working for my Dad's catering service, Campbell Catering. We'd bring the food to all these weddings. It was there that I saw these DJs sitting there playing the music without an ounce of enthusiasm. I'd watch them and think to myself, "I can do that! I can do better than that!" Within months, I started Tunes by T with the money I saved up working 75 hours a week catering.

S C: Did you ever pursue radio or any other jobs?

T C: No, I've only had two real jobs in my life: working with my dad at Campbell Catering and running my mobile service Tunes by T.

S C: Or maybe three if you count your stint with the Red Wings. How did all of that start?

T C: I come from a family of skaters. My sister Mary Karen Campbell Henderson was a National Champion and Olympic figure skater. All three of my brothers (Tom, Bob and Joe) played hockey at Michigan Sate University. I love hockey and

continue to play along with my brothers. The highlight of my hockey career was back-to-back state championships at Lansing Catholic Central High School. Our team was recently inducted into the Lansing Sports Hall of Fame.

It was 20 years ago this October, when Ron Mason, the head coach at MSU wanted to incorporate DJ music into MSU's hockey games at Munn Ice Arena. He invited me in and we made it work, interspersing DJ music with the Spartan Brass under the direction of John T. Madden.

S C: How did this get you connected with the Detroit Red Wings?

T C: I have to thank Rick Church, former Director of Sports Video for MSU, the Detroit Tigers and the Detroit Red Wings. Rick suggested my services to Ted Speers, the Marketing Director for the Red Wings. Ted invited me in for a tryout with the Wings during the pre-season of 1994 and I have been doing my dream job, combining my love for music and hockey as the DJ for the Detroit Red Wings ever since.

S C: You were their first DJ?

T C: They had another DJ the season before, but all they said was, "He didn't work out." When they offered me the job, the pay was only $75.00 a game. I really wrestled with that, because it was practically minimum wage if you factor in travel time and gas. [Tim's house is a 170-mile round trip from Joe Louis Arena.] But it wasn't so much about the money. I'm a firm believer that if you follow your heart, your life will be fulfilled. I've been incredibly blessed to be doing what I love to do and making a living.

S C: What about the mobile gigs? Were there conflicts?

T C: Well, I had a much bigger crew back then. These days I'm pretty busy personally, but it's not like it was.

S C: A popular strategy that I wrote about in *The Complete Disc Jockey* is to offer other items and services—"upsells"—to clients. Do you do any of that?

T C: My wife, Quimby, creates amazing slide shows, so we offer that service to our clients. But mostly, we stick to doing what we do best; making people happy with music.

S C: What about the catering business? Is that still going?

T C: When my dad passed away, my brother, Joe, took it over for a while, but he eventually sold it. I understand it's still in business, but there's no longer any family connection.

S C: How is business in 2011 different for you?

T C: Everything is web-based. Most brides are price shopping online, almost anonymously. It is so critical to have a strong internet and social media presence. I'd say that 90% of communication is done via email and internet. I am so lucky to have a web designer on staff. My wife uses her creativity to keep our website (www.tunesbyt.com) fresh, functional and resourceful with constant updating.

S C: How do you see the industry as a whole?

TURN TO PAGE 55

Ice T: Songs for the Ice*

In the world of NHL hockey, one DJ has set the standard for musical manipulation, creativity and downright fun: Tim Campbell, the official disc jockey for the Detroit Red Wings. He refers to his hockey repertoire as "situational selections" because, like a good coach, he fields certain tunes for certain, well, situations. Here's a brief peek at his musical bench:

"Hooked On A Feeling" by B.J. Thomas (played when the opponents are called for a hooking penalty).

"Let It Be" by The Beatles (when the officials are reviewing a controversial Red Wings goal).

"Feels Like The First Time" by Foreigner (when an excited Red Wings rookie scores his first career goal).

"Bob The Builder Theme Song" (played when a sheet of plexiglass breaks and the maintenance crew rushes in to do the repair. "Bob The Builder, can we fix it? Bob The Builder, yes we can!")

"ABC" by The Jackson 5 (after the Wings score a third goal. "A-B-C, easy as 1,2,3, as simple as do-re-mi…")

"**A Matter Of Trust"** by Billy Joel (just the opening, "One, Two, Three, Four" lyrics when the Red Wings get their fourth goal).

"So Far Away" by Carole King (played when Sergei Federov was called for a penalty in his debut return game after leaving the Red Wings over a contract dispute. "You're so far away. Doesn't anybody stay in one place anymore?")

"Signs" by Five Man Electrical Band (the lyrics, "Long-haired freaky people need not apply," is used to snag on scruffy-haired players like Chris Simon of the '98 Washington Capitals or Tyson Nash of the St. Louis Blues).

"Hold Me, Thrill Me, Kiss Me" by Mel Carter (played when the opposing team is penalized for holding).
"One" by Three Dog Night (used to snark on the opposing team when they score their first goal).

"Piano Man" by Billy Joel (for Saturday night games, Campbell will often set a timer for 9:00 PM. Why? The lyrics: "It's nine o'clock on a Saturday…")

** With special thanks to David Lyman of the Detroit Free Press.*

Visit Tim's website at: www.TheHockeyJockey.com, and be sure to sign-up on his Facebook page (http://www.facebook.com/thehockeyjockey) and Twitter (http://twitter.com/#!/thehockeyjockey) page.

CONTINUED FROM PAGE 39

Hockey Jockey

T C: The digital age is upon us! Today's young DJs have the world at their fingertips. They don't remember what it was like to drive all over town trying to find that one CD, and then forking over fifteen bucks for that one song on the disc. Some of them even object to paying the .99 cents or $1.29 for a legal copy of a song from iTunes!

S C: I know many operators who will agree with you. So, besides the upcoming hockey season, is there anything new on the horizon?

T C: Ask me in a year.

S C: Sounds mysterious!

T C: [Laughs] Let's just say that something is in the works, but I don't want to go into detail, just in case things change. What I can tell you is that I'm really excited this year because my oldest daughter Megan has joined the staff. She is fanatical about music. I don't know where she gets that from [laughs]. She is also an amazing singer. She has been the anthem singer for MSU hockey for years and has even filled in for the Red Wings' own Karen Newman on two occasions. She is majoring in music in college. She also loves to dance, so this job is a perfect fit for her.

S C: Wow, Karen Newman is a tough act to follow! Anything else?

T C: Can I tell you about my new moniker, "The Hockey Jockey?"

S C: I thought that was just your nickname.

T C: It's also a website (www.thehockeyjockey.com), a Facebook page (www.facebook.com/thehockeyjockey) and a Twitter page (www.twitter.com/#!/thehockeyjockey). People headed to the Wings game can log in and tweet their requests from their seats. It's a lot of fun to get instant feedback!

Tim Campbell with his daughter, Megan

S C: That sounds like the innovation that you've become known for! Thank you for taking the time to share your experience.

T C: It's my pleasure Stu. Thank you for your interest! Oh, and one more thing…Go Wings! MB