

## John Secada returns with hit single and new CD

By Eddie Dominguez  
THE ASSOCIATED PRESS

MIAMI BEACH, Fla. — For more than two years, it's been just another day without him.

But Jon Secada is back with a new hit single and a self-titled album that has a look so simple, it's almost cocky.

Of course, anyone who has ever met the Cuban-American singer — considered a down-to-earth pop star — realizes that can't be true. It's confidence, not arrogance.

In silver letters outlined in copper, "Secada" can be read over a black and white close-up of the 1992 nominee for best new artist. No screaming package, just simplicity.

"That's what we were after," Secada said. "It's all about the music. It's a pop mainstream album with songs that hopefully people can relate to."

The music is typical Secada — mid-tempo love ballads that he says are based on his life experiences and his fears and feelings. Some of the songs echo depressing themes: A jaded lover, getting over a relationship, missing a lost love.

"I talk about past, present, and future feelings," Secada said. "The first single is about something that happened to me a long time ago. ... A lot of things that deal with love are not always happy."

In the song, "Too Late, Too Soon," a man comes home after a long trip unexpectedly, only

to find his lover in bed with another man. The dance remix of the song is already popular in the young adult market — its intended target.

The song is becoming a hit on the heels of Secada's recent marriage to 24-year-old Mariatere Vilar. He met her on the job at Estefan Enterprises, the company owned by his mentors and manager, Gloria and Emilio Estefan.

The event that inspired the tune, Secada points out, pre-dates his new bride.

One song on the album was written for his new wife.

In "Heaven is You," Secada sings that it was not her looks, but rather her style and personality that make her so beautiful to him.

But Secada, 35, one of Playgirl's 10 sexiest rock stars of 1993, hasn't had such an easy hand at love. He divorced his first wife in 1993, saying they wed for the wrong reasons. After that, he described himself as single "on purpose."

The album, which was released March 25, debuted last week at No. 58 on Billboard's general album chart and the single is at No. 20 on the magazine's adult contemporary chart, according to Estefan Enterprises.

At a recent playback in tony South Beach, radio executives from throughout South Florida gave "Too Late, Too Soon," and the video rave reviews.

The song is not only getting play in Secada's hometown of

Miami, but across the country.

In Chicago, WBBM/B-96 has the song in a light rotation and plans on pumping up play as its popularity grows.

"We just started playing it recently, but we feel good about it," said B-96 Music Director Eric Bradley. "We're very happy to have him back on the air."

The two-time Grammy winner is going to have to break into a pop chart unlike any he has faced before — one dominated by women. The likes of Celine Dion, Toni Braxton, Jewel and Madonna virtually own the pop chart.

Bradley attributes the album's potential to the teaming of producer-song writers Jimmy Jam and Terry Lewis with Secada.

Secada's first album in 1992, "Just Another Day," garnered the Afro-Cuban singer a Best New Artist nomination and a Grammy for Best Latin Pop Album. The album sold 6 million copies in English and 500,000 in Spanish.

A massive marketing effort for his new album is underway using television, radio and print. Secada also appeared on Oprah and is headed on a marketing tour that will take him across the hemisphere and to Europe.

Secada, a University of Miami music graduate and former college jazz teacher, spent the last three years writing the new music for the new album. It was interrupted by

his Broadway stint in the Grease revival and a Spanish-language collection of love songs called "Amor."

"This album reminds me a lot of the first album," Secada said. "It has the same aura about it. But it's more mature, more developed. ... It took me a while to put this together."

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## Rodman makes bid to become film star

By Mario Fox  
THE ASSOCIATED PRESS

CHICAGO — Michael Jordan and Oprah Winfrey didn't show up for the world premiere of Dennis Rodman's movie.

That wasn't all.

More minivans and cabs than limousines pulled up to McClurg Court theater Monday night. Only four small skylights tried to brighten the sky. And the theater was far from full even though the invitation-only tickets were free.

Yet, it was deemed a huge success by promoters. Reporters and cameras were there from the network-owned local television stations, assuring coverage on newscasts across the country. The syndicated TV show "Entertainment Tonight" also sent a crew.

Rodman — the Chicago Bulls forward who has become a media megastar with his cross-dressing book tour, on-court head-butting and all-around bizarre lifestyle — has paired up with Jean-Claude Van Damme in Columbia Pictures' new action thriller "Double Team."

"I'm here because I got free tickets. But I like Dennis Rodman. he's exciting," said Paula Moline, a 31-year-old coffee shop employee standing in line in the upscale neighborhood near Michigan Avenue's Magnificent Mile.

The problem is: Chicago isn't used to playing host to world movie premieres. Only a few movies have opened here in the last decade.

"Michael Jordan is my favorite Bull," said Cody Bradshaw, 9, who carried a basketball as he went inside the theater with his family.

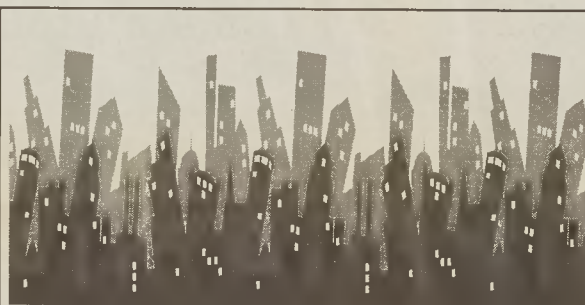
Rodman, who also got second billing to Van Damme in the movie, showed no effects of a recent knee injury when he stepped off a large charter bus. Because of the injury, the forward is lost to the Bulls until the playoffs begin late this month.

The 30 or so others from the bus included Rodman's mother and Hulk Hogan, a friend from Rodman's new sport — pro wrestling.

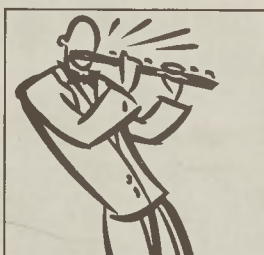
The 6-foot-8 Rodman wore a gold and black waistcoat and matching bolero-style blouse. Gold sparkles covered him from his blond head to his shoes.

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## What's Up



### CONCERTS

The 2 Live Crew, in-store visit at Repo Records, Central Avenue 2516 Central Ave. 3:30 p.m. Friday

Auditions for Bubbling Brown Sugar, 7:30 p.m. April 13 & 14, Theatre Charlotte, 501 Queens Road. Must be prepared to sing a song from the era (1920s - '40s) and participate in a dance audition.

If you have information about black entertainment events, meetings, lectures or any other events of interest, send it to What's Up! The Charlotte Post, 1531 Camden Road, Charlotte, N.C. 28203. Deadline is 5 p.m. Fridays.

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## CALENDAR OF EVENTS



Harlem Globetrotters: Derrick Canada of the World Famous Harlem Globetrotters took time out of his busy schedule to stop by Sugaw Creek Recreation Center during a recent visit to the Queen City.

### "Johnston YMCA Healthy Kids Day"

Johnston YMCA will hosts Healthy Kids Day, Saturday, April 12th from 11:00 A.M. - 2:00 P.M. There will be health screens, head start registration, fitness testing, physicals, games, prizes and much more. For additional information CALL 333-6206

### "Brisbane's Spring BBQ"

Brisbane Academy and Tutoring will be holding their Spring Barbecue, Friday April 11th from 11:00 A.M. 6:00 P.M. and Saturday, April 12th from 9:00 A.M. - 6:00 P.M. Stop by the school at 5901 Statesville Road and show your support. All Proceeds go to help with instructional supplies and the Marcus J. Young Scholarship Fund. For more details call 598-5208

### "100 Black Men Of Greater Charlotte, Inc."

The 100 Black Men Of Greater Charlotte is offering a free tennis clinic for youth at the Jeff Adams Tennis Center, Renaissance Park, 1200 Tyvola Rd West. Learn the basics from top local tennis pros, no equipment or experience required. It will happen Saturday, April 12 starting promptly at 8:00 A.M. Call 523-2862 by April 9, 1997 to reserve your space.

### "Little Rock A.M.E Zion Church"

On Sunday, April 13, 1997 Dr. James R. Samuel, Pastor of Little Rock A.M.E. Zion Church will be honored at his "Pastors Appreciation Celebration". The celebration will be held at the church located at 401 North McDowell Street during the 11:00 A.M. worship service. The guest speaker will be Rev. James McDougal, presiding Elder of the Hendersonville District of the Blue Ridge Conference. For more information call 567-6240.

### "Unity Day Of Prayer"

You are cordially invited to come out and hear some of the Greatest Gospel Groups on Sunday, April 13, 1997 from 3:00 - 5:00 P.M. at Memorial Stadium. West Charlotte Senior High School Choir, Johnson C. Smith University Choir, Shiloh Baptist Church Choir, The Madison Brass Band and many others will be performing. For additional information call 531-8838.

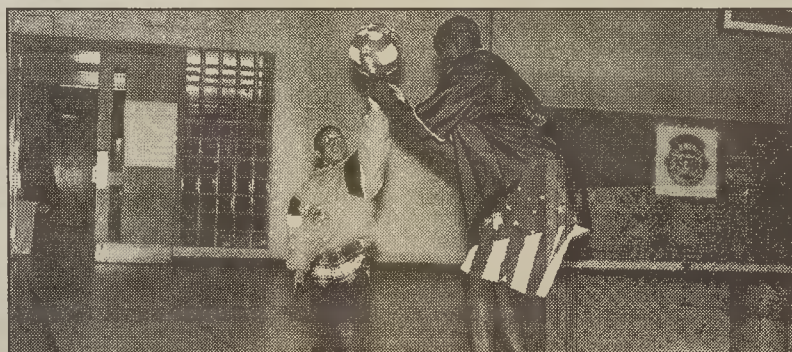
### "HERE'S HOW YOU CAN BE CONNECTED"

Submit, in writing, on your organizations letterhead, the title of your event, date, location, contact person and telephone number for your activity to:

COMMUNITY CONNECTION

5001 Chesapeake Drive, Charlotte, North Carolina 28216 Attn: Jeff Lowery • Phone: 393-4365 • Fax: 393-4265

If you are interested in the Coca-Cola Community Music Van appearing at your non-profit event call: 393-4365 • FAX 393-4265



Always Giving Back: Coca-Cola Bottling Co. Consolidated and The Charlotte Coliseum sponsored the free clinic and also provided free tickets for the youth to see the Globetrotters basketball game. Derrick Canada pictured above helps an eager participant with tips on basketball wizardry.