



VIDEO BEAT

Tuning in to rock

Ethlie Ann Vare

What do kids watch?

By Ethlie Ann Vare

What do kids want?

That, Dr. Freud, is the question for the programmers of Nickelodeon, the children's cable network.

MTV's baby sister station reaches 34 million households — and about nine grownups.

Every day after school, the pre-Clearasil set receives its daily dose of music video on "Nick Rocks."

That show has found a good way to learn what kids really want: It asks them.

"Nick Rocks" receives 5,000 to 6,000 request letters each week, and chooses its play list by popularity poll.

Here's a peek at the taste of tomorrow's rock 'n' rollers. (The letter writers' names have been changed to protect their privacy.)

• Dear Nick Rocks: My name is Diana. I am 9 years old and in fourth grade. I am 5 feet tall and like to read. Every time I can, I watch your show. My favorite song is "Carrie" from Europe. I also like "Walk Like an Egyptian" from The Bangles. Finally, I'd like to hear "Look What the Cat Dragged In" from Poison.

• Dear Sir or Madam: I am writing in concern to the Monkees latest video. I was very disappointed to see it drop in your countdown. Please play it more. Thanks, Gail

TV. Please! Please! Please! Please! READ THIS ON TV!

• Dear Nick Rocks, Please play "I Miss You" by Klymaxx, "Crazy For You" by Madonna and "Only In My Dreams" by Debbie Gibson. PS Write me when you can.

• Nick Rocks, I would die without Bon Jovi. Love, Evan, age 9.

• Hi, Nick Rocks, My name is Howard. Play "Is This Love" from Whitesnake. This is the first time I asked. I think your show is the coolest. I am 8 years old.

• Dear Nick Rocks, I'm 11 years old. I'm in 6th grade. My school is Lincoln School. The song I would like you

to play is "La Bamba" by Los Lobos. If you give tapes or records away, I would like one.

• Dear Nick Rocks, I am writing to say I think you are great. I watch Nick Rocks every day. I was wondering if you could play the video by George Michael, "I Want Your Sex." You are the best. Love, Denise.

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By the way, I take double cream or milk and no sugar. Let's enjoy a cup together. I would love to meet you.



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