

MUSIC & MEDIA

Old Gold, Capital Deal	4
Radio Italia SMI Update	7
Radio Contact Powers Up	8
Special: Merchandising	10
Spotlight: Huey Lewis	13
Off The Record	22

Europe's Music Radio Newsweekly . Volume 8 . Issue 20 . May 18, 1991 . £ 3, US\$ 5, ECU 4

Labels Like BBC Radio 1 Night Music Programming

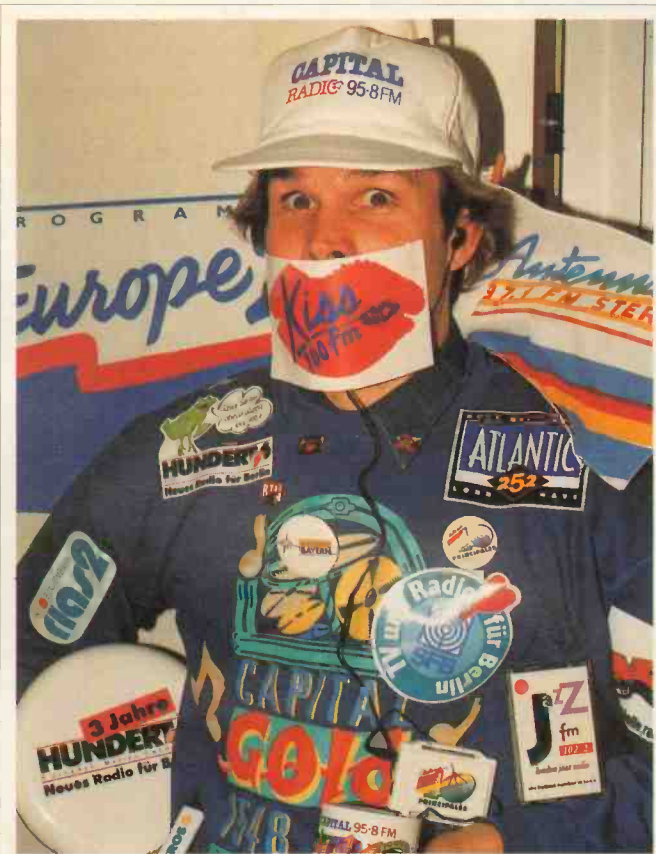
by Hugh Fielder

Record companies are welcoming BBC Radio 1's new night-time playlist which features 100 tracks drawn from current, recurrent and classic albums. Promotion staff and pluggers say it offers great opportunities for new and crossover acts.

The playlist, which coincides with the launch of Radio 1 as a 24-hour service, forms around 50% of the station's output from 24.00-0.400 with each track being played about twice a week.

Comments the show's main presenter Bob Harris, "The aim is to create a coherent feel across the week. The breadth of the playlist means we can continue to feature an enormous range of music on night-time Radio 1."

RCA promotions director Nick Godwyn is quick to praise Radio 1's night-time format. "It seems to have more AOR/rock than anything else on radio and there's definitely something to build on." (continues on page 22)



MERCHANDISING MANIA — Here's M&M managing editor Steve Wonsiewicz showing off some of the latest fashions, logos and attention-getting merchandise we've received from our readers. It's all part of M&M's special coverage this week on radio station merchandising for fun and profit. See pages 10-11 for full details.

SER Stirs A Political Debate Before May Muni Elections

by Howell Ulewellyn

Spain's largest radio network, the 233-station Cadena SER, found itself in the middle of a huge political row involving broadcasting ethics when it transmitted on April 25 a tape of two private telephone conversations in which

a senior member of the ruling Socialist Party insulted Prime Minister Felipe González, his deputy prime minister Narcis Serra and the economy minister Carlos Solchaga.

The content of the tape embarrassed the Socialists just one month before the May 26 municipi-

pal elections. The gist of the conversations: the Socialist's organizational secretary Txiki Benegas saying that the real problem in the party is González; referring to Serra, who is from Catalonia, as "el catalán"; and referring to Solchaga as "the dwarf".

(continues on page 22)

RADIO 2000 PROJECT WINS

NRJ Breaks The Wall Into Berlin

by Paul Andrews

Radio 2000, the project backed by leading French radio group NRJ, has been awarded the Berlin frequency left vacant by defunct alternative/ethnic station Radio 100 (M&M May 11).

In its May 6 decision, local media authority Kabelrat decided that Radio 2000's proposal offered "the best opportunity to reach a wider public with programmes intended for a minority audience." The station beat 19

other applicants for the citywide frequency, 103.4MHz, which has been dark since February 28.

NRJ will own a 38% stake in Radio 2000, although the rest of the station's capital comes from Berlin companies: Aktif Radio Berlin (34.6%), Neues Radio Berlin (26.4%) and 103.4, a group of individual investors. All the Berlin groups were formerly shareholders in Radio 100.

No competitive bidding process was involved in the application. (continues on page 22)

MCA Completes Euro Exec Line-Up

by Machgiel Bakker

MCA Records is intensifying its presence in Europe following its new licensing agreement with BMG.

MCA has appointed five new marketing managers across Europe to handle the release coordination and promotion of MCA/Geffen product.

All executives will be based at local BMG offices and report to Stuart Watson, MCA Records International senior VP and Geffen Records director of international Mel Posner.

Gerard Woog, previously A&M's director of European promotion, has been appointed MCA/Geffen marketing manager for France, while Carlos Ituino will hold the same position in

Spain. Ituino also worked at A&M's (now disbanded) Paris office as director of European marketing.

(continues on page 22)

No. 1 in EUROPE

European Hit Radio
ROD STEWART
Rhythm Of My Heart
(Warner Brothers)

Eurochart Hot 100 Singles
ROXETTE
Joyride
(EMI)

European Top 100 Albums
EURYTHMICS
Greatest Hits
(RCA)

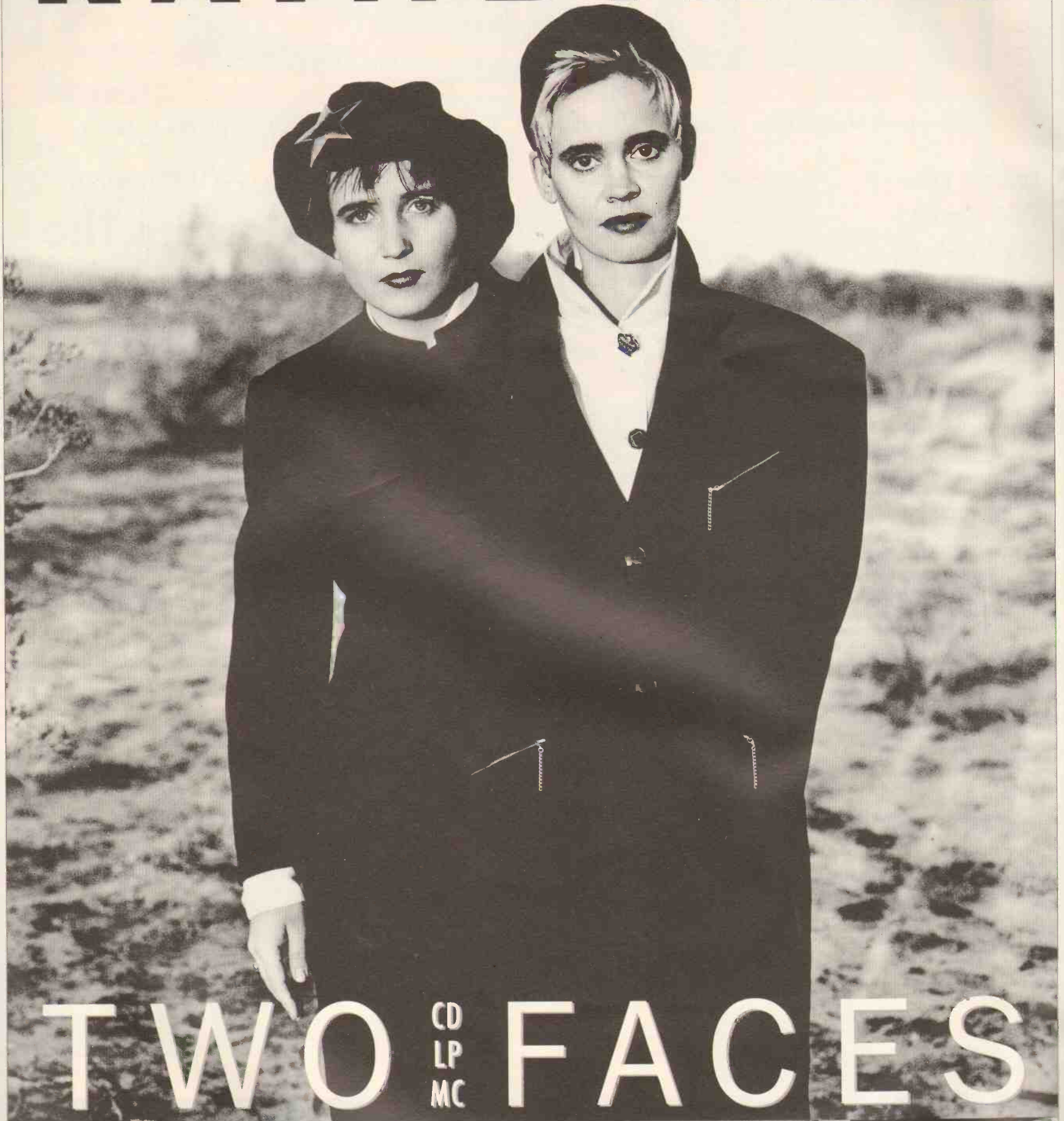
Electronic

EHR Chartbound this week.

"Get The Message"

a release by Virgin Germany

RAINBIRDS



TWO CD
LP
MC FACES



phonogram

CONTENTS

UK.....	4
FRANCE/SPAIN.....	5
G/A/S.....	6
ITALY.....	7
BENELUX/SCANDINAVIA.....	8
SPECIAL: Merchandising.....	10
NEW RELEASES.....	12
SPOTLIGHT.....	13
STATION REPORTS.....	14
EURO, NATIONAL AIRPLAY.....	17
EHR.....	18
HOT 100 SINGLES.....	19
TOP 10 SALES.....	20
TOP 100 ALBUMS.....	21
OFF THE RECORD.....	22

Arcade Benelux Starts Distribution Company; More Expansion Planned

by Machgiel Bakker

In order to serve the German and Benelux market better, **Arcade Benelux** has separated its distribution operations from its normal TV merchandising activities.

A new independent company has been formed, **Arcade Distribution Services (ADS)**, that will be headed by GM **Paul Hendriks**. Hendriks reports to **Arcade International VP Bert de Liefde**.

ADS will distribute product from all companies that belong to parent company **Arcade Holding** (Arcade Benelux, the Dutch and Belgian firms of **Indisc** and **Vanguard Classics**), but will also handle audio and video product from third parties.

Herman Heinsbroek will step down as Arcade Benelux MD in order to concentrate on his activities as Arcade International president. Heinsbroek's position will be

taken by **André de Raaff**, who will continue to be MD of the Dutch and Belgian firms of Indisc, as well as MD of **Arcade Music Publishing**.

The company is rapidly becoming a pan-European organisation and currently has offices in Brussels, Paris, London and Madrid. As of September 1 this year, new companies will be laun-

ched in Düsseldorf, Stockholm and Rome.

Its biggest successes include hit compilations such as *Synthesizer Greatest*—of which five editions have been released with total European sales of more than three million copies—and *Turn Up The Bass* (a 12-part series with total Benelux sales of one million).

Lack Of Interest Closes France's Euro FM Expo

Euro FM '91, billed as "the first European FM exhibition" and scheduled for June 21-24 at CNIT-La Défense, Paris, has been cancelled.

Organisers **Almafran** cite a lack of response from French FM stations. Explains communication director **Rachid Gacem**, "The real problem is that there are already too many events happening this year to celebrate the 10th anniversary of radio deregulation in France. The FM stations have already got together to arrange their own events and they aren't interes-

ted in attending another one.

"We wanted to set the exhibition in a completely European context," he continues. "And although we had interest from other European and American stations, we realised that the French radios would not be sufficiently represented."

Gacem says Almafran now hopes to stage the exhibition in 1992. Ideally, he adds, the event will become a European version of the **US National Association of Broadcasters (NAB)** fall convention. But this year the competition

comes from NAB itself, which has crossed the Atlantic for the first time to stage a management conference in London and Paris this autumn.

The cancellation has also forced the **Association of European Radio (AER)** to postpone its first meeting and seminar, which was scheduled to take place alongside Euro FM. Says VP **Francois Le Génissel**, "We still intend to hold it, but it will probably now be delayed, perhaps for a few months."

JE



CLASSIC CONCERT — Celebrating worldwide TV sales to 22 countries for "Pavarotti In The Park" — an outdoor concert in London's Hyde Park on July 30 in front of 250,000 people — are (l-r) Radio Vision International (RVI) chief executive officer Kevin Wall, Allied Entertainment's chief executive Ed Simon and Allied Entertainment's chairman Harvey Goldsmith. Radio Vision Classics, the newly formed division of RVI, is currently setting up stereo radio simulcasts of the concert for Europe.

Swiss Locals Rate Well; Publics Still Dominate

Local private radio stations were Switzerland's best performers in 1990, although despite falling au-

diences the public networks retain their overall dominance of a generally stagnant market. That is

the main conclusion of the country's annual national ratings sweeps, published on May 3 by public broadcasting corporation **SRG/SSR**.

The three surveys—one for each of the nation's German, French, and Italian language communities—show contrasting trends. In the French region, and to a lesser extent the German, the average weekday reach of radio as a whole fell back, with the brunt of the losses borne by the public stations.

But of the 22 German-language privates, 13 upped their "general audience" reach (people claiming they listen to a station "in general", rather than on a given day), as did five of the 11 French commercial stations.

One unusual feature of the Swiss market is the high listenership achieved by foreign stations, particularly among the French community where France's public stations and private FM music networks are well received in many areas. Despite a 2% drop in reach they are daily listened to by 23% of the population—well outstripping the penetration of the country's own local stations.

PA

'Wonder'ful Month

Spearheading the album release schedule this fortnight is **Stevie Wonder's** new album for **Motown** entitled *Jungle Fever*. The soundtrack to the new **Spike Lee** film, it features new harmony vocal act **Boyz II Men**, who have just released their own debut album, also on Motown (*Cooley High Harmony*). All songs on *Jungle Fever* are written by Wonder, who also plays all the instruments himself. The film will be launched at the Cannes Film Festival on May 16.

Antwerp-based dance label

ARS is releasing a flood of new product during the coming two weeks, through **Sony Music**. **Technotronic** lead the pack with their second album *Body To Body*, the follow-up to 1989's debut, *Pump Up The Jam* (not counting the 1990 remix album *Trip On This - The Remixes*).

Other new product from ARS includes **Rozlyne Clarke**—who has already charted in the **Billboard Hot 100 Singles** with *Eddy Steady Go*—and **Quadrophonia**, who are top 20 in the UK with a self-titled single.

Upcoming Album Releases

Artist	Title	Label	Producer
Bang Tango	<i>Dancin' On Coles</i>	Mechanic MCA	John Jansen
Black	<i>Block</i>	A&M	Robin Millar
Rozlyne Clarke	<i>Gorgeous</i>	ARS	Nicolas Skorsky/Eddie Beatboxing
Marshall Crenshaw	<i>Life's Too Short</i>	MCA	Ed Stasium
Five Thirty	<i>Bed</i>	East West	George Schilling
Samantha Fox	<i>Just One Night</i>	Jive	Various
Liquid Jesus	<i>Pour In The Sky</i>	MCA	Michael Beinhorn
The Lost	<i>The Lost</i>	Epic	Not listed
The Pasadenas	<i>Elevate</i>	Columbia	Marshall Jefferson/Phil Legg
Jean-Luc Ponty	<i>Tchokola</i>	Epic	Not listed
Louis Prize	<i>Louis Prize</i>	Motown	Various
Quadrophonia	<i>Cozmik Jam</i>	ARS	Quadrophonia
Shabba Ranks	<i>As Raw As Ever</i>	Epic	Not listed
Stan Ridgway	<i>Partyball</i>	IRS	Stan Ridgway
Sick Of It All	<i>We Stand Alone</i>	IRD/Columbia	Not listed
Soft Cell	<i>Memorabilia</i>	Mercury	Various
Son Of Bazerk	<i>Bazerk Bazerk Bazerk</i>	Soul/MCA	Various
Technotronic	<i>Body To Body</i>	ARS	Not listed
Vanilla Ice	<i>Extremely Live</i>	SBK	Not listed
Vinx	<i>Rooms In My Fatha's House</i>	IRS	Sting/J. Eden/G. Poree
Joe Walsh	<i>Ordinary Average Guy</i>	Epic	Not listed
Whycliffe	<i>Rough Side</i>	MCA	Whycliffe/J. Crossley
Stevie Wonder	<i>Jungle Fever</i>	Motown	Stevie Wonder

European album releases for the period May 13 - May 27. Please send your information to Robert Tilli before May 16 for inclusion in the next release schedule (issue 22). Fax [31] 20 669 1951.

WEEKDAY REACH 1990

GERMAN COMMUNITY (1% = 40,400 listeners)

Station	Format	1989 (%)	1990 (%)
Total radio	—	81	77
Total public stations	—	61	55
Total private stations	—	23	25
Total foreign stations	—	12	12
DRS-1	MOR/General	49	45
DRS-2	Culture	2	2
DRS-3	Pop/Youth	12	11

FRENCH COMMUNITY (1% = 12,800 listeners)

Station	Format	1989 (%)	1990 (%)
Total radio	—	69	66
Total public stations	—	48	41
Total private stations	—	10	10
Total foreign stations	—	25	23
RSR La Premiere	MOR/General	38	36
RSR Espace 2	Culture	2	2
RSR Couleur 3	Pop/youth	8	6

ITALIAN COMMUNITY (1% = 2800 listeners)

Station	Format	1989 (%)	1990 (%)
Total radio	—	72	76
Total public stations	—	63	66
Total private stations	—	5	6
Total foreign stations	—	13	14
RSI Rete 1	MOR/General	53	57
RSI Rete 2	Culture	3	2
RSI Rete 3	Pop/youth	11	12

Source: SRG/SSR Forschungsdienst

Old Gold Sponsors Capital's "Classic Top 30" Programme

by Hugh Fielder

Reissues label **Old Gold** has signed a sponsorship deal with **Capital Gold/London** for **Paul Burnett's** "Classic Top 30" show on Sunday afternoons. It's the first sponsorship agreement **Capital Radio** has signed with a record company.

Under the terms of the deal the Classic Top 30 Show is presented "in association with Old Gold" and there will be promotional spots on Burnett's lunchtime shows during the week. The 13-week agreement also includes a weekly competition to win sets of Old Gold CDs and a special prize draw in the last

week to win a jukebox filled with Old Gold singles.

Comments **Capital Radio** sponsorship manager **Linda Grove**, "The idea grew from talks with the label and agency. It seemed such a natural link. **Capital Radio** is the natural medium for Old Gold Records to promote its product range as it reaches its exact target market. We will be looking to see if the deal works for both sides but already the reaction has been very encouraging."

Old Gold MD **Keith Yershon** agrees, "Capital is perfect for the label's product. It can only benefit us. We have the word Gold in

common! It is something we should have done some time ago."

"A lot of DJs around the country have programmes called The Old Gold Show, which is an indirect promotion for us."

Yershon says Old Gold, which started in 1978, is still a vinyl-dominated label. "We sell a million 7-inch singles a year and although our range of CD compilations and singles is growing, we still do a vast amount of business supplying shops for the customer who comes in to ask for a record because he heard it on the radio the other day or because he's lost his original copy."



THE FIRST WAVE — In contrast to recent cutbacks in the record industry, **East West MD Max Hole** (centre) introduces new members of his team. Pictured (l-r) are dance A&R/club promotions manager **Spencer Baldwin**, Nick Jackson in radio promotions, head of rock **Dante Bonutto**, and TV promotions manager **Hassan Choudbury**. Hole says the appointments are the first wave of additions to the company and that more people will be added in both marketing and domestic A&R.

New AM Station For London?

by Paul Easton

London could get another AM station next year now that the 990kHz frequency temporarily used by **Spectrum Radio/London** has been freed.

The Radio Authority, which allocated the frequency to **Spectrum** following interference from pirate **Radio Caroline** on the station's designated 558kHz frequency, has already said that no more metropolitan stations will be advertised until the first two independent national licences (INR1 and INR2) have been awarded in order to avoid a

possible format clash. The extension of the INR1 deadline and the subsequent rescheduling of the INR2 timetable mean that no London licence will be advertised until early next year. And potential applicants would also be required to widen listener choice, ruling out those formats already available in the capital.

An Authority spokesperson says that proposals to advertise another London AM licence "have still to be cleared". In the meantime the frequency will be made available for temporary "restricted licences" (see M&M May 4).

AIRC Looks At Training Initiatives

The **Association of Independent Radio Contractors (AIRC)** has set up a special sub-committee to look at training issues, chaired by **Heather Purdey** who runs **Midland Radio's** training unit.

Comments Purdey, "We want to make sure independent radio has a proper input into the new training initiatives being encouraged by the Government.

We will be a forum for discussion on ideas and developments in training that affect our industry."

The committee will have its first meeting at the end of May and is likely to discuss the news that the **Miller Lite/Radio Academy** training scheme that gave 20 students six weeks' work last year is not being held this year.

Aerial Change

The Radio Authority is seeking approval for a change in aerial polarisation for **Melody FM/London** from the Department of Trade and Industry. The easy-listening station is currently using vertical polarisation and the Authority wants to change to mixed polarisation as used by **Capital FM/London** and **Jazz FM/London** to provide better reception on domestic FM receivers. A similar request is expected to be made for **Kiss FM/London** later.

Asian Sunrise

Bradford City Radio has renamed itself **Sunrise FM**. West London Asian station **Sunrise Radio** is a major shareholder and **Avtar Lit** is MD at both stations.

Radio 1's Job Show

BBC Radio 1's 1991 Action Special Campaign on jobs and training from May 20-24 is targeting a broad range of listeners, including school graduates, women recruiters, white collar redundancies and

special needs groups.

Focus of the campaign is an hour-long debate from Edinburgh where an invited audience will ask a panel of politicians and experts about employment opportunities, training and benefits.

GWR Sales, Profits Down

GWR Group turnover declined 8.2% to £8.9 million from £9.7 million for the year ended September 30, 1990. Operating profits plunged 49% to £785,358 from £1.6 million. Net income dropped to £192,399 from £899,448.

Capital Cola

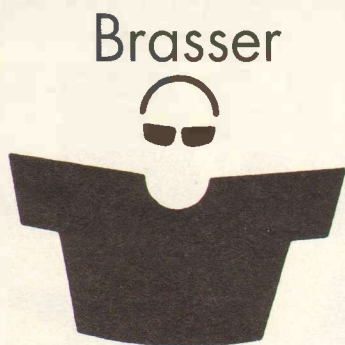
Coca-Cola is sponsoring the **Capital Radio Coca-Cola Music Festival** for the second consecutive year. The festival takes place during June and July and will feature a host of major and new artists who will be playing live, covering the musical spectrum from rock and classical to blues and jazz. The

festival will be supported by an intensive promotional and advertising campaign and all advertising, merchandise, venues and publicity material will be branded with the festival logo. **Coca-Cola** already sponsors **Capital FM's** mobile outside broadcast unit, the 40-foot long **Capital Radio** rig.

Talk Talk

London talk station **LBC** is claiming a 12.1% reach for its **LBC Newstalk** service in the latest **JICRAR** research—an increase of 2.1% over the previous quarter. The information was revealed in an internal staff memo as **JICRAR** is not releasing individual station results for its 1991 first quarter research.

Meanwhile **LBC's** sister operation **Independent Radio News (IRN)** has finally agreed a redundancy agreement with the unions. Around 30 jobs across the board are being lost and several more freelance presenters and producers have been told their contracts will not be renewed.



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Choice FM Proves 11% Reach With 25-34s Demos

Choice FM/South London has a 7% reach, according to private dipstick research carried out by **RSGB**, which also does the **JICRAR** study. This compares with the soul station's 5% reach in the **JICRAR** research for the last quarter of 1990.

Choice FM MD Patrick Berry had claimed the **JICRAR** research had ignored a large proportion of the station's target audience with no sampling points in the station's core areas, including Brixton, Streatham, Balham and Kennington.

Comments Berry, "The 5% fig-

ure was an obvious under-estimate. We had talks with the **AIRC** research committee and **RSGB**, which agreed to do a fresh survey ensuring that sampling points covered our area. The result is a truer picture of our position."

The survey gives **Choice** an 11% reach among 25-34s and an 18% reach—equal with **Radio 1** and just behind **Capital FM** and **Kiss FM**—among 15-24s. **RSGB** also recorded the ethnic origin of respondents for the first time and found **Choice** has a 31% reach among Afro-Caribbeans.

Lang Calls For Summer Music Channel Decision

by Paul Andrews and Nick Rowswell

French culture minister **Jack Lang** has publicly attacked national media authority **CSA** for its failure to allocate a nationwide terrestrial TV frequency to a music channel. And if it does not do so by this summer, Lang says he will seek to force the authority's hand by introducing legislation on the issue.

Speaking April 19 on national public radio station **France Inter**, Lang described the CSA's inaction on the issue as "astounding". He explained, "I just cannot understand why, as terrestrial frequencies become available, there persists such obstinacy in not wanting to create this music channel. It is a necessity for French musical culture, and a service which is eagerly awaited in many areas."

Lang added, "The President [**Francois Mitterand**] has several times demanded that this predominantly French language music channel come into being."

The comments represent Lang's strongest criticism to date of the CSA on the music channel issue. He and his socialist colleagues have been pressing for such a service to be licenced terrestrially since 1987, when the previous right-wing government closed down music-oriented **TV6** to make way for **CLT**-controlled generalist service **M6**.

The CSA responded to Lang's call with a statement saying that France already had a music channel, **Euromusique**. "This channel

is already broadcast throughout France from the **TDF-1** and **TDF-2** satellites," says the authority, "as well as on local terrestrial stations in Monte Carlo, Lyon and Toulouse, and on half France's cable services, giving it a potential reach of more than 5 million people.

"Moreover, the CSA has received no serious, viable bid from **Euromusique** or any other group to operate a new national channel." The statement adds that current spectrum availability would give any new channel a very limited reach—excluding Paris—and that a decision has already been made to devote the network for at least part of the day to Franco-German public service cultural broadcaster **La Sept**.

At presstime, the CSA declined to comment further on the issue.

Euromusique director **Francois Phiellet** says his service has already made a proposal to the CSA, in December 1990, to air terrestrially in Paris and elsewhere. "It was certainly a serious and viable bid," he claims, "but we have still not received a decision."

Phiellet strongly disputes this statement, pointing out that conventional broadcasting is still the only way to reach a large audience in France. "Our cable network only reaches about 400,000 people; nearly all our viewers watch the local terrestrial relays."

He also firmly denies recent French press reports that **Euromusique** shareholders were divided over the channel's development policy. These sugges-

ted that investors from the cable industry, notably **Générale des Eaux** (holder of 17% through subsidiary **Générale d'Images**), were opposed to expansion of the channel's terrestrial network because of its "attractiveness" as a selling point for cable while other participants—such as FM radio group **NRJ** (13%) and record companies **PolyGram** (12%) and **Sony Music** (9%)—favoured terrestrial distribution to extend reach as widely as possible. **NRJ** president **Jean-Paul Baudecroux** describes the proposal as "like doing a radio station with **NRJ** and [cultural public station] **France Culture**." **Sony Music** president **Henri de Bodinat** says, "It is a real paradox to see a socialist government giving a frequency to an elitist channel instead of a music channel that would satisfy a younger and larger audience." *Additional material by Emmanuel Legrand*

Radio Draws Fire At World Culture Meet

by Emmanuel Legrand

The French media, especially FM radio, came under strong attack on April 27 at the **UNESCO** in Paris during a conference organized by the newly created **Association World Culture**.

Artists, music industry executives and concert promoters on the panel of the "world music, economical, technological and cultural exchanges" conference agreed that although this musical style has strong roots in France, the absence of radio support

limited development.

American journalist **Brian Cullman**, host of US-syndicated radio programme "Bug Radio", which focuses on music from all around the world, said, "World music has always existed, but what makes the difference now, is an audience for such music, especially in the US. The fact that **Billboard** recently created a World Music chart confirms this."

Barclay MD Philippe Constantin, who has been a constant promoter of Third World artists commented, "If I were releasing [**Mory Kante's**] *Ye Ke Ye Ke* today, I would fail, because we wouldn't get the proper media support."

His view was echoed by former journalist **Philippe Conrath**, who has set up a world music label called **Cobalt**. "How can

committees (CTRs).

Radio Service presently serves the **Bouches-du-Rhone** area, as well as covering the majority of the **Var** region and 50% of the **Alpes-Maritimes**. Its coverage includes **Marseilles** (France's number three market), **Nice** (8) and **Toulon** (9), plus **Aix-en-Provence**, **Arles**, **St. Tropez**, **Frejus**, **St Raphael** and **Antibes**. The new applications would extend coverage to **Montpellier** (22), **Perpignan** (38), **Nimes** (39) and **Beziers**.

The station is broadly formatted, mixing music—35% French language and a high proportion of gold—with regional news. Financial backing for the proposed expansion comes from **Spir Communication**, owner of both **Radio Service** and **Regie Radio Media**. **Spir** is in turn a subsidiary of regional press group **Ouest France**, which is also one of the shareholders in the **Europe** 1-led **Europa Plus** group, which operates station in **Moscow** and **Prague**.

SER Profit Increases 10%

Spain's leading private radio company, **Sociedad Espanola de Radiodifusion (SER)** confirms a gross profit of Pta2.4 billion (app. US\$22.6 million) for 1990, up from 1989's Pta2.2 billion. Advertising revenue increased to Pta13.5 billion from Pta12.8 billion, a 5.5% rise.

SER also said that findings by media research group **EGM**, showed the network held onto the top position in 1990 in both FM and AM radio. From a total of 16.8 million listeners, 7.3 million tune in to SER. It captures 25.26% of the AM radio audience while state radio **RNE 1** catches 21.28%, followed by private **Antena 3** with 20.88%. In FM, SER's pop station **40 Principales** holds 67.47% of the audience.

The company continues to expand its network **Cadena Dial** (100% Spanish music) and **Radio Minuto** (news and music). Last

year it also set up the **Sociedad de Radiodifusion Aragonesa**, a seven-station network in the region of **Aragon**. *AMdIF*

RNE Completes Revamp

In a move that culminates the re-organisation of the state-run network, **Radio Nacional de Espana (RNE)** director **Fernando Gonzales Delgado** appointed new heads for **RNE 2**, **3** and **4**.

These are **Miguel Alonso**, **Jose Antonio Visuna** and **Rosario Sacristan** respectively.

The new director of classical music station **RNE 2**, **Miguel Alonso**, is an ex-priest and composer. He directed the video and record production of concerts

aired on both **RNE** and state television **TVE**.

Jose Antonia Visuna once headed **Radio 4**, dubbed the "regional FM channel". He now manages the state's pop music station, **RNE 3**.

Rosario Sacristan, who continues to head **RNE Madrid**, doesn't think there will be any revolutionary changes in the programming as yet.

Says **Sacristan**, "It's not good to be constantly revising the programming anyway." *AMdIF*

MORE THAN WORDS

EXTREME

LIVE - MAY

21 Locomotive Club
Paris France



Private Radio Group Supports 'Dual' System

by Mal Sondock

The German private radio organisation VPRT recently voiced complete support for the dual system of private and public radio and TV stations.

VPRT vice president **Juergen Doetz** is calling for an improvement of the media position of Germany in the international market place. However, he took a firm position against the constant efforts of the public stations to increase their advertising capacity.

Comments Doetz, "The only way for the dual system to obtain a secure position in the market is for the public stations to finance themselves through higher license fees, and keep their hands off the advertising customers of the private radio stations."

The VPRT's **Georg Kopfler** calls for the public stations to check their "internal cost explosion" with a critical eye to see if it is necessary for an increasing percentage of cost to go to administration rather than programming.

Says Kopfler, "The [public stations] **ARD** and **ZDF** don't need more advertising, but more regard for their commission as public broadcasters."

VPRT radio VP **Christian Frietsch** demanded a fair chance for the private radio stations in the quest for advertisers. "Although radio has a much higher position in popularity than TV, the industry has been impeded in its development through lack of frequencies. The public stations grabbed available frequencies for the further development of their regional programmes and additional programmes."

Frietsch called for an inventory and new distribution of frequencies in Germany, including those reserved for the **NATO** and the **Warsaw Pact** countries, which are no longer necessary.

VPRT general manager **Bernd Rieger** says the organisation will soon publish a detailed draft of their proposals for the reform of the regulations and laws for radio broadcasters.



BREAKING DOWN BORDERS — From April 7, Germany-based Telstar Radio/Offenburg has been broadcasting a programme to a Norwegian station 36,000 km away. Radio Nordsee International/Halden will be taking "Medien-magazin" for a trial period. Pictured (l-r) are the "Medien-magazin" team: Markus Weidner, Frank Leonhardt and Dieter Bayer.

Brasser



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LETTERS TO THE EDITOR

Reunification: Creative Impetus To Develop National Repertoire

Is this a statement of fact or a question linked to hope?

We were delighted to learn that last year brought the best results ever in the history of German recording companies. No one needs to be particularly surprised that the lion's share of this growth is attributable to demand in the five new Federal states. Reunited, Germany is now fighting Japan as the second-biggest market for recording products in the world.

So, "all sweetness and light" everywhere? Not for the national repertoire, unfortunately.

Of course, again, some national performers had spectacular successes during the past year. But this should not disguise the fact that new, national performers as a rule have a considerably harder time maintaining their position against the all-powerful competition, mainly from Anglo-American countries.

How are we in the recording industry to cope with this situation? Is it enough to point out complacently that the fruit on the neighbour's tree was always bigger and sweeter than our own?

If that were the case, then our colleagues from the other European countries would have a similar situation to report. But that is not the case! A glance at the statistics of the past year shows a share of 29% for the national repertoire in the total market in Germany. Compared with that, it is 60% for the international repertoire (the remaining 11% represents the share of classical music).

In France and Italy, however, we find an almost equal balance (France 42% national, 46% international; Italy, 46% national, 45% international).

Does a significantly greater pool of creative performing talent exist in France and Italy than in this country? This is a conclusion that I

consider presumptuous, and that I cannot myself subscribe to.

It should probably be assumed, rather, that there are a large number of interconnected causes at work and have allowed this problematic situation to come about.

My remarks will, therefore, not contain any pointers towards a lasting solution. This subject is far too complex for that. It is far more important to point out that there really is a definite problem here, because the trend of development of the national repertoire is regrettably not yet satisfactory enough in spite of the wildly celebrated successes of last year.

So, what could the causes be?

- Our often-quoted and apparently unhappy relationship with our own language?

- The often unjustified and thus unfulfilled hope of many native performers for enormous international success?

Admittedly, some areas of the repertoire such as dancefloor, hard 'n' heavy and traditional music now provide sufficient scope for creative development. The biggest and most important repertoire segment in our market, on the other hand, is the area of pop music. This has been virtually dominated by international performers for many years and unfortunately only offers enough room for a very few German-speaking performers.

The formats used by those responsible for radio and television programmes, sometimes applied very strictly, and the lack of relevant presentation positions in German television, make it almost impossible for new German-speaking pop artists to get through to their public.

This is one more reason why recording companies carry a disproportionate risk if they keep taking considerable financial sums out of their production and marketing

budgets for German-speaking performers of this genre.

One further regrettable fact, and perhaps the consequence of this risk, is that the clear majority of young talent in our country sees its future in the English-speaking world. Reunification last year allowed a little hope to germinate regarding this apparent vicious circle. In the former East German republic, performers necessarily developed over the last four decades a different feeling for the use of our language in pop music. A few highly talented (actually, far too few) performers are now trying to make their way, supported by west German recording companies.

Others, however, felt reunification to be not only a political but also a creative liberation, which theoretically at least opened the way to international markets.

The same mistake again, then?

Personally, I wish that all the organisations involved in this market, who recognise the signs of the times—but without making a plea for protectionism—should get together and create a better environment for national performers.

Part of this is certainly creating adequate presentation possibilities in our media.

I am convinced that a 40% share for the national repertoire of the total market would represent an enrichment both for the musical world and for the public.

This extension of the field of activity for the artistic and creative pool of talent in pop music in this country would certainly also be potentially a good basis for possible future successes of national productions and performers, far beyond the national frontiers of Germany.

by **Jochen Leuschner**,
Sony Music Germany MD

RSH Awards Advertisers

Statewide private German station **Radio Schleswig Holstein** has come up with a unique contest in which listeners choose the best adverts that are aired on the station.

The best radio spots are to be presented to the listeners in the form of a hitparade put together by a jury. The winners will be awarded the "Bobby" (recording spindle) in gold, silver and bronze categories.

The idea for the contest came from listener responses about the excellent entertainment value of some of the spots being broadcast. RSH says the advertising industry gets much less recognition for their efforts than they deserve and this

contest has been presented to alleviate the situation. The winners will be announced around the middle of May. *MS*

HR3 Reaps Best Music Award

The one-hour weekly broadcast of "Hard 'N' Heavy" by public station **HR3/Hessen** has been awarded the title "Best Radio Music Programme Of 1990". The show, which airs on Sundays 21.05 - 22.00, features new releases from hard rock to the newest forms of metal music. Moderator **Till Hofmeister** offers the listeners the opportunity to put together their own hitparade and also features interviews with studio guests. *MS*

Radio Italia SMI Grows As Local Talent Outlet

by David Stansfield

Radio Italia Solo Musica Italiana is maintaining its profile as the key station for promoting local acts through its involvement with **Gino Paoli** and **Luca Madonia**, two new signings to WEA.

Paoli, a noted singer-songwriter since the 1960s, has debuted for the company with the album *Matto Come Un Gatto*, which was released on May 4. Radio Italia SMI sneak previewed a part of the single *Quattro Amici* on April 15, a full week before it was sent to 60 stations throughout

national territory.

On April 27 the station previewed some tracks from the album and was the only station to be granted an exclusive interview with Paoli on April 30 at his home in Genoa. The station launched an on-air ad campaign for the album on May 6. The following day, Paoli broadcast a special where he answered listeners' questions. Other broadcasters were not left out completely, as the artist gave single interviews to about 30 stations on May 6.

Radio Italia SMI is acting as official sponsor for the Madonia album, *Passione E Manie*, and

will air a minimum 150 promotional ads. Other stations received a special promotional pack which includes a CD and cassette. Madonia will travel throughout Italy giving interviews to stations.

Comments WEA radio promotions manager **Sandor Mallasz**, "Radio Italia SMI is one of the few stations with a format. It doesn't matter if it's just Italian music. It has a target and a real identity. That's what counts. It's a station with a mass appeal music format, so if I have a more specialist artist like the rocker **Ligabue** I prefer to work with a broadcaster like **Rete 105**."



WE'LL BE BACK — No rapid eye movement in sight when some of the staff at Warner Music Italy teamed with US group REM to face the camera. The group were on national territory in March to perform showcase concerts in Milan and Rome as part of their European promotional trip. The group confirmed they would release a live record in October of this year. REM also said they would tour the country in 1992. Pictured (clockwise) are: Michael Stipe, Warner Brothers Italy label manager Paola de Toma, Bill Berry, Peter Buck, Mike Mills, head of Warner's international department Elena Zannoni and Warner Music Italy publicity manager Umberto Candiolo.

Zero Dibi Inks Deal With CHIN

Milan-based radio production company **Zero Dibi** has signed a deal to supply Canadian network station **CHIN** with Italian language jingles, sweepers, promotional slots and adverts.

CHIN broadcasts via satellite throughout Canada and the northeast US from its base in Toronto. Its music and news format is produced in more than 30 languages. Zero Dibi is committed to producing 10 adverts a week until the summer.

Comments company president **Clay A. Remini**, "That number will rise sharply by autumn. The Canadian connection is important for Remini and not only for the financial returns. The whole

Italian broadcast sector is often seen as backward on the international market. But after listening to stations on my travels I'd say it's quite the opposite."

Zero Dibi works with **Rete 105**, **Radio Monte Carlo**, **105 Classic** and **Radio Dimensione Suono** on national territory. The company also works with **Thollon FM** in France and **Extra FM** in Benelux.

To increase the profile of Zero Dibi on French territory, a new branch of the firm has opened in Geneva. Says Remini, "It's a huge country with a good broadcast market. Geneva is excellently positioned to advance our business on that territory." DS

Zucchero Mad About Sting

Zucchero has written the lyrics to an Italian version of the song *Mad About You* for **Sting**. The Italian artist also produced the track which has been re-titled *Muio Per Te*.

The single is not being released as a commercial product. A limited number only was shipped



Zucchero

to radio stations and journalists on May 3 for promotional purposes only. The song is included on what **Polydor** describes as an Italian version of the album, *The Soul Cages*, which was released May 8 in Italy only.

A&M product manager **Giovanni Arcovito** says no company pressure was put on Sting to record the song. He comments, "The artist loves Italy and he recorded some of *The Soul Cages* album here."

Zucchero talked about Sting again on May 7. The Italian artist was a studio guest on a special Rock Cafe radio programme broadcast on May 7.

Syndicated by **SPER** to 80 local stations, the three-and-a-half-hour special included 12 songs from the US **Timothy**

Masini is Italy's biggest music phenomenon in almost a quarter of a century, says his record company **Dischi Ricordi**.

Comments promotions director **Maurizio Miretti**, "I've worked in the industry for more than 20 years and I've never known an artist to have such a huge success in the first year of their career."

Twenty-six-year-old Masini won the newcomers award at the 1990 San Remo Song Contest. His subsequently released self-titled debut album has sold 700,000 units so far.

Masini won third place in the major artists section at this year's contest and his follow-up album *Malinconia*, released in March, has already notched up sales of 500,000.

The album is enjoying some heavy radio airplay and most major network stations agree that Masini is the new Italian star. *Malinconia* has been in the national music charts at **Radio Dimensione Suono** for five weeks. And, although it has never figured high in the top ten, the station is giving regular airplay to two or three tracks.

Comments programme director **Bruno Ployer**, "We are receiving lots of requests from listeners and the amazing thing is that they seem to know the words to all of his songs. And you just have to look at his sold-out concert dates to realise that he's the new major force on national territory."

Masini's songs are simple and direct. They often focus on the problems of desperation or drugs. **Guido Monti**, programme director at **RTL 102.5 Hit Radio**, says the artist's subject matter is one of the keys to his success. "There's no denying he has a great voice and young people seem to identify with his sad songs of lost love. He's a strange phenomenon and could well end up as big as **Eros Ramazzotti**."

Nonti confirms the station has been airing Masini's San Remo song *Perche Lo Fai* for six weeks, first with heavy rotation of six plays a day and now in a four-plays-a-day medium rotation. The highest position it reached in the station's singles chart was no. 2.

Antonio Vandoni, who handles radio promotion at **Dischi Ricordi**, claims it is not only the key national stations that are backing Masini. According to him, over 100 regional and local stations have placed Masini at the top of their charts. These include



Marco Masini

Radio Norba/Bari, **Radio Serena/Rome**, **Radio Latte E Miele/Bologna** and **Gamma Radio/Milan**.

The station most behind the artist, however, is the national music-only **Radio Italia Solo Musica Italiana**. It aired an exclusive preview of the artist's San Remo Song, hosted Masini as studio guest for a week and aired ads for the album in collaboration with **Dischi Ricordi**.

Radio Italia SMI is now acting as sponsor for the artist's 20-date, sold-out tour on national territory. This involves radio ads in return for the station logo on adverts on TV plus exclusive permission to display its banner in concert venues.

Asked why Masini is so huge, station managing director **Franco Nisi** replies, "Because he's got a great voice."

Nisi does agree, however, that Masini's ability to identify with the problems of young people is an invaluable asset. "If you want proof of that you just have to see the thousands of letters sent to the station for him," he says.

DS

Radio Contact Powers Up Ahead Of Belgian Law

by Marc Maes

The French language service of Belgian private network **Radio Contact** has introduced stereo and upped its transmitter power, jumping the gun on planned changes in government technical restrictions on private broadcasters. The move was made on May 1, two days after the French community council decided to allow private stations to broadcast with up to 1kW of power (ERP) and in stereo.

The legislation, however, may not come into effect for several months. But Radio Contact has decided that there is too much at stake to await the official go-ahead.

Head of music for the French language stations **Jean Lou Bertin** comments, "We need to become stronger to be able to compete with [state broadcaster] RTBF. With a 30% market share in southern Belgium, we are number one and we know where we're heading—stereo and more power immediately. The operation is costing about Bfr1 million (app. US\$28,500)."

The community government decision was made to enable the privates to compete more effectively with RTBF, which introduced radio advertising on April 15. The change also gives the French stations more freedom than their Flemish counterparts, which are still restricted to 100W ERP and mono—a consequence of the transfer of responsibility for frequency allocation from the national PTT minister to the two community governments.

Explains French community cabinet president **Valmy Féaux's** spokesperson, **Bernard Vandamme**, "We will have four new categories of stations, going from purely local outlets up to regional stations with the maximum 1kW of power. I don't think there will be more than 10 of those bigger stations."

Other stations are observing the situation, but most do not expect to follow Contact's example in preempting the legislation. **NRJ/Liege MD Jean-Francois George** is still waiting for the official go-ahead. He says, "All privates are still subject to the so-called

Willockx decree which limits antenna power to 100W and forbids stereo broadcasts. From what I've heard, stations that overrule the decree still might be seized." George does not expect the final green light before January 1992, and adds that he is waiting for reactions on Radio Contact's stereo broadcasts.

Executives at the **Nostalgie, Fun** and **Top FM** networks all confirm that they are expecting an official "yes" very shortly, but none of the networks wants to begin a stereo service before that. **Top FM MD Michel Brunelli** is keen to introduce stereo as soon as he can, but is unsure that the technical quality of the signal will make it possible.

RFM head of advertising **Michel Moreaux** says that the September 2 launch of **BEL-RTL**, covering the whole region, makes it imperative to introduce the new facilities immediately the legislation comes into force. "We want to make it a one-off operation instead of going step by step, with all promotion we can get to announce what we are doing."

Strong Radio Support For Marley Special

The May 11 10th anniversary of **Bob Marley's** death promises to become a major operation for Belgian radio. **BMG Ariola Belgium** head of promotion **Hilde van Steenvoort** says several public and private stations have agreed to put the spotlight on the reggae milestone.

"All the activities are centred around May 11," she says. There will be a **Bob Marley special** (one track every hour and a competition) on **Radio Contact**, two special programmes on **Radio 21**, a

one-hour concert airing on **Studio Brussel** and a whole reggae week on **BRT Radio 1**, with *Talking Blues* as album of the week.

Van Steenvoort adds that both **VTM** and **Tele 21** would be airing Marley material, with **Tele 21** having a new special as well as two re-runs.

At **Radio 1**, head of music for "Neem Je Tijd" (weekdays 16.00-19.00), **Frank de Maeyer**, plans to play one reggae hit a day in the week from May 6, followed by the Marley special. **MM**

Made To Measure Opens Paris Office

Belgian label **Made To Measure** has opened an office in Paris. It will be headed by **Evelyne Hébey**, who will also be handling Spain and Italy and take on responsibility for concerts and marketing campaigns for **Made To Measure** there.

First **Made To Measure** release through the new office is an album by **Karl Biscuit**, set for May 6. According to Brussels-based parent company **Crammed Discs**

promotion manager **Dirk Van Der Auwera**, the new office was created to work exclusively on **Made To Measure**. Product on the company's two other labels, **Crammed Discs** and **SSR**, are being distributed in France through a **Crammed-Danceteria** joint operation.

Contact **Evelyne Hébey**, 39 Quai de Grenelle, 75015 Paris, Tel: 33 1 45770818. **MM**

SCANDINAVIA

Denmark Coming Up ROSA; Group Promotes Local Talent

by David Rowley

"What we're doing is what publishers and record companies are doing in other countries," declares **Mikael Hoejris**, music export consultant for Denmark's state-funded "rock council", **ROSA**.

ROSA gives tour support for Danish artists, both nationally and internationally, acts as pro-

motor to give an opportunity to less well-known artists, champions music export and even involves itself in the production of sampler records featuring previously unreleased talent.

Annual funding comes from the Danish government and musicians' union **DMF** of Dkr1.3 million (app. US\$220,000). Only a handful of similar state-funded rock/pop-orientated ope-

rations exist around the world, notably in France, Holland, Ireland and Australia.

Several different organisations make up **ROSA**, including the **DMF** and the national association of venues, **SAMSPIL**. A five-member committee considers applications for Danish tour support, whereas **Hoejris** can grant tour support on his own for international tours.

Comments **Hoejris**, "The approach we take varies with the type of project. But broadly it covers underwriting bands' tour expenses, underwriting promoter losses or sometimes co-booking a tour with an agency." **Hoejris** is generally critical of the majors' involvement on a domestic level, singling out **BMG** as a notable exception. "My most important piece of advice is not to sign to a major here—it's the kiss of death. There's no way any of these Danish A&R men will be able to go to an international conference and get their act a reasonable chance of release."

Sly American Fox Signs Four Swedish Bands

The company, **Fox Management**, is based in Philadelphia and run by **David Cooper**, whose background is in music business accounting software, and **Andy Zipfel**, with a history in TV, radio and record companies.

The best known of their four acts is **Sator**, whose last album sold around 20,000 copies in Sweden. The other signings are **Moontan**, **Blueprint Blue** and **New Clear Clouds**. **DR**

A new US-based management company is taking the daring step of signing four relatively unknown Swedish acts as some of its first development projects.

Says **Zipfel**, "It all started when a friend of mine moved from California to Sweden a few years ago. He started sending me tapes and what we heard sounded really good, so we decided to go over and take a look for ourselves." **DR**



KING SIZED DEAL — Scandinavian rockers **Great King Rat** sign a worldwide publishing deal [excluding Scandinavia] with **Rondor Music**. Pictured standing (l-r) are **GKR's** **Michael Hoelgun** and **Broman**, **Planet Records** A&R head **Fredrik Olsson** and **GKR's** **Leif Sundin**. Seated (l-r) are **GKR's** **Anders Nilsson**, **Planet Records** president **Matt Olsson**, **Rondor Music** GM **Alan Jones** and **GKR's** **Pontus Norgren**.

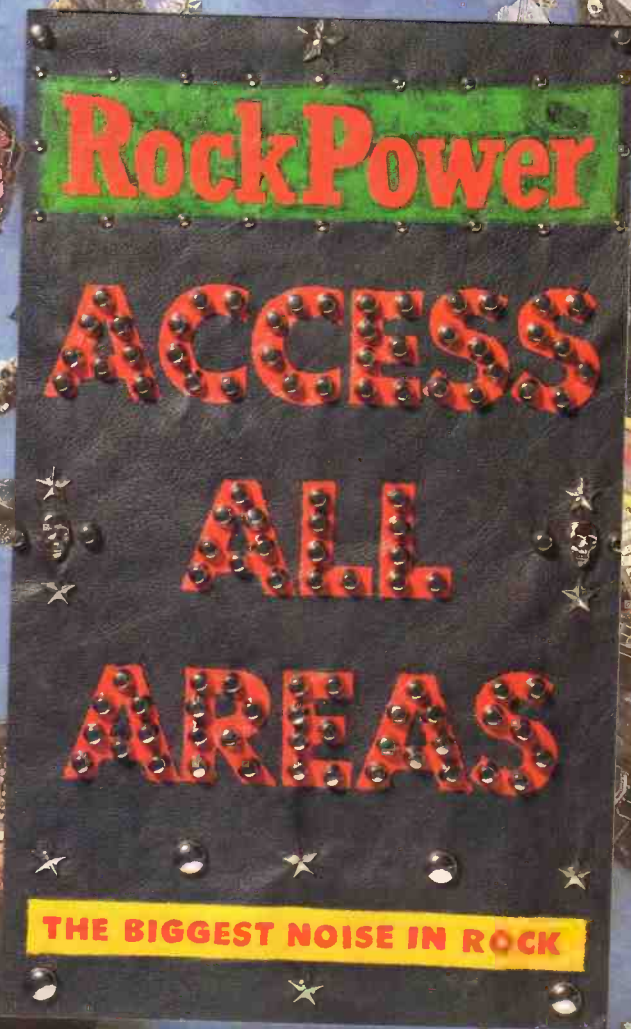
Sweden Confers On Free Radio In Gothenburg

A second conference on "The Future Of Free Radio In Sweden" is to be held at the Sheraton Hotel, Gothenburg, on May 24.

The half-day conference, organised by media, trade and industry institute **Naeringslivet's Medainstitut**, is ex-

pected to attract at least the 200 who attended last year's event. At that conference, **NMI** tabled a document which called for a private radio authority and a parliamentary investigation into **Sveriges Radio's** monopoly in national radio. **DR**

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Guide To Creating Effective Merchandising

by Jeff Green

The 1990s are shaping up as the "decade of merchandising". Everybody seems to be wearing or using something that is an advertisement for something else. You see "branding" everywhere, but what goes into a great merchandising plan? Quality products, preplanning, good art and consistency with overall radio station marketing are among the key ingredients. This week, several merchandising experts discuss the tricks of the trade.

Why Merchandising Is Important

According to Rotterdam-based **Brasser** owner **Peter Brasser**, merchandising serves two key functions. "First, merchandise gives you the possibility to showcase and remind listeners of your station everywhere. It's a form of publicity that is almost free of costs, since the public is paying for your advertising. It can even become an interesting source of income.

"Second, by buying the merchandise the public can express its involvement with your station, intensify its bonds with you and create loyalty."

Agrees Nashville-based **Advanced Marketing For Media** VP **Jim Hicks**, "Merchandising is important to any business, and vital to the broadcaster. Radio stations win because they capture the hearts and ears of listeners and establish an emotional bond with them. These listeners will wave the flag for their favourite station by wearing T-shirts, displaying bumper stickers, etc., leading others to your station. Merchandising builds the perception that you are 'hot' and that many people are loyal to your station.

"Psychologically, the listener who participates in your merchandising is brainwashing himself into a greater connection with your station. This aids greatly in recall, which is important during listening surveys."

Hicks points out that merchandising "brainwashing" can affect not only your active listeners but also personnel at other stations. "You can continuously demoralise your competitors. Take for instance, a station that is an up-and-comer. They have high billboard saturation, heavy TV spot schedules, window stickers on cars, and in our case, perhaps 30 different retailers displaying and merchandising our 'Official Station Poster/Calendar'.

"Across town, the leading station is so secure in their position that they just sit back believing they are untouchable. But I guar-

antee you that every DJ on that top station will start questioning why they do not have the same things as the newcomer. By doing so, the process of internal defeat has begun. You can beat the competition if they lose faith in their direction. Merchandising is

wrance maintains that quality "has to be on top of the selection list." He says, "The products you give a listener in hopes that he will help you promote your station must be equal to a product that he'd purchase for his own use." Lawrance warns broadcast-

tion network for your merchandising. Your supplier must be willing to offer you the best product quality, be reliable, take care of your artwork and never use it for other purposes than those you've agreed upon."

Continues Brasser, "Always consider the possibility that your merchandise will turn out to be best-sellers. So choose a supplier capable of handling large quantities and has the flexibility to take care of repeat orders quickly."

Lawrance says that the delivery issue is more important than it might seem. "Radio is an industry where suppliers who meet timely deadlines are the only ones to survive. It is often critical to the promotional success of a station to hit a specific 'window in time.' Do not cut quality to simply meet deadlines. Plan your promotions. Manufacturing product takes much longer to properly produce than a radio spot. Better planning avoids living with an inferior visual image that may be around for a long time."

To determine if a vendor can get it done right and on time, AMFM's Hicks recommends that broadcasters should "look at follow-through. Call references to ask about the relationship they had with the company. Were there problems or surprises? Consider the length of time they've been in business. If it is a short time, what is their real background to your industry? Are they merely sales people with something to sell radio? Prospects know really quickly if you understand their business."

Preplanning For Success

How much time is necessary for achieving the best results? A good rule of thumb in radio is four weeks' prep time and three to four weeks' for production. Peter Brasser explains, "Preplanning time depends on several factors. First, your targets. Do you just want to have 100 shirts printed to give away for free, or do you want a complete line to be distributed by mail-order service? Clearly, the second requires much more preplanning time than the first.

"The second consideration is your knowledge of the market. If you know what your customers want, it will take less preplanning time to develop your ideas. But you also need to know your potential suppliers."

Coco-Logo's Jill Lam adds that timing "really depends on how well a client knows his supplier. Obviously, the cost element is greatly affected if there is insufficient preplanning."

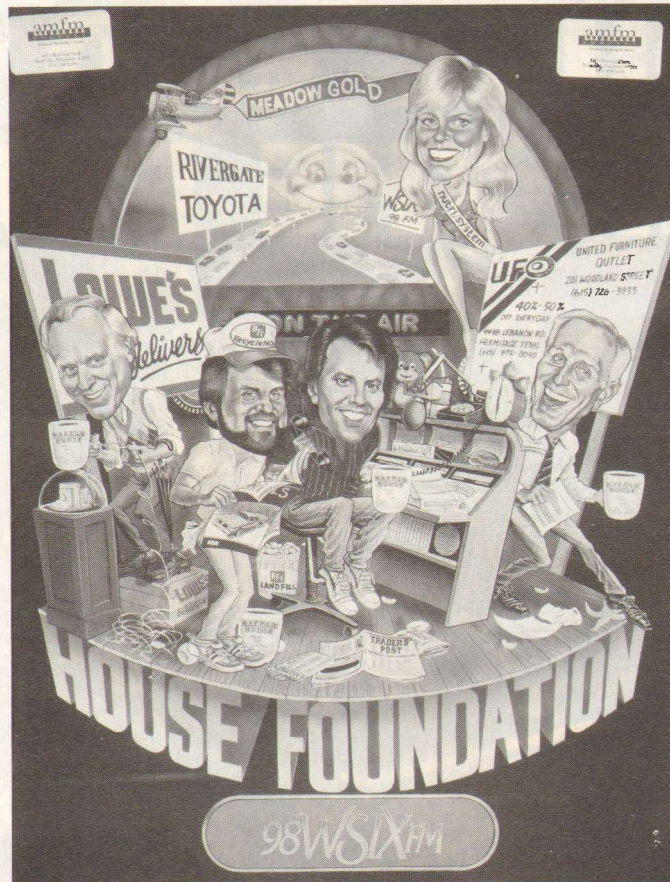
Agrees Brasser, "It will cost you less research time if you have any idea of what they can offer you against what prices."

Final Words Of Advice

Coaxed to share a few professional secrets to creating an effective merchandising campaign, Brasser suggests broadcasters should use their "knowledge of the market to develop and realise original ideas." He says, "Never economise on artwork or the quality of the goods to be merchandised. Look for suppliers willing to exert themselves to the utmost for your products. Reinforce your customers who bought your merchandising."

Recommends AMFM's Jim Hicks, "Jump in easy and target your flag wavers. This will almost ensure success and build a ground swell of support for other things. Make your plan and work it. Focus on what is right for you, and justify the benefits to all areas of your station. Sometimes the extreme benefits of one area will outweigh the others. This is the case with our poster/calendar, where the biggest benefit is to sales."

Coco-Logo's Lam says understanding the purpose of the item can help you make the right decisions. "What you choose as a suitable promotional merchandise for a campaign or event is important. If it is a giveaway item, how is the item being utilised in the boundary of a sales/marketing campaign? With merchandise for fundraising, one would consider what type of merchandise is most likely to sell, what type of design/logo, the quality, the price range, etc."



LASTING IMPRESSIONS - Here's Advanced Marketing For Media's customisable station poster which radio account executives can sell co-sponsorships that appear as part of the artwork. The strategic goal is that the listener will display the poster in a public place like an office, where non-listeners are exposed to the station and the sponsors in a creative way.

as much a warfare tactic as it is advertising."

At Tulsa, OK-based **Communication Graphics**, president **Richard Lawrance** sees merchandising as a way for radio to overcome an inherent weakness. He says, "Radio is one of the only media that does not possess a visual stimulus, and it must maintain visual reinforcement. Since radio primarily programs music, it has the luxury of having an association with the trend-setting capabilities of the record industry. A good visual image can create the reinforcement necessary to demonstrate that a particular station is on the leading edge of entertainment. Good merchandising and good design on items such as decals and bumperstickers can create that trend-setting image."

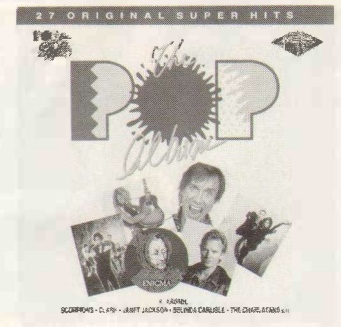
Qualities Of A Quality Vendor

When asked what a client should look in or regarding a supplier, Communication Graphics' La-

ters to avoid the mistake of lowering one's standards, which is particularly common when a co-op sponsorship with an advertiser requires a negotiated production budget that is 'locked in' yet unrealistic. When this occurs, Lawrance says, "The promotional value for the station goes almost undetected and the advertiser is a resource that cannot be tapped for future revenues."

At London's **Coco-Logo**, **Jill Lam** agrees that "price in relation to quality is very important. Other factors include comprehensive services that save time, the ability to advise on and enhance a station's needs, a flexible and creative attitude, and honesty and reliability regarding delivery, etc."

Brasser wisely notes that the best merchandise in the world won't do your station much good if it sits in a closet somewhere. "The most important law in merchandising is to be able to distribute or sell your idea. Your supplier should be capable of offering you an excellent distribu-



Richard Lawrance of Communication Graphics notes, "We must remember that radio has an acute need for visual graphics. We can often not 'see the forest through the trees'. Radio stations can be excited about how they sound, but the average consumer is largely trained to make judgments on what he visually sees. Radio is much more powerful when you add good graphics and a visual stimulus."

12 Do's And Don'ts Of Merchandising

1. **Only use excellent artwork.** Develop art that's appealing so that people talk about it and want to have it.

2. **Always try to protect your designs.** If you don't, bootleggers will try to make money with them. In that case, you are not able to control quality and will forego income.

3. **Always use first-quality products.** People judge your station on the quality of your merchandise. If your lighters break down soon or your shirts don't stand one washing, the effect of your merchandising will decline dramatically.

4. **Only deal with reliable suppliers,** who should offer you first-quality materials, take care of your artwork and never use it without your permission.

5. **Stick to your merchandising.** Once you developed your

programme, see that the actions are carried out. Your merchandising, like all forms of advertising, should be consistent. Let only your accountant judge when you should stop or change direction.

6. **Decide what you want to achieve...if anything.** Maybe it is



more revenue, or a quick new item to place on the market. Ask yourself how the merchandise dovetails with your entire promotional scheme, and how it will benefit promotion, sales, programming and the listener.

7. **Determine if your item fits the desires of your core audience.** Don't copy the competition; stay focused for what is right for you.

8. **Does the merchandise pass the "Hey, I gotta have this" test?** In other words, will your emotionally bonded listeners actually use your item?

9. **Look for co-op opportunities** with an advertiser who needs your exposure, too.

10. **Allow time and money for the last-minute things** that come your way.

11. **Use art and especially colour that parallels the music**

when targeting a demographic. Radio is entertainment and can be on the "leading edge" of trends. The record industry's visuals will help you keep graphically tuned to your listeners.

12. **Don't solely rely on your own on instincts for graphics.**

Be willing to invest a small amount of capital for a graphic expert. Programming a great radio station does not require an art education, although competing with other advertising media requires professional graphics.



Merchandising Idea Checklist

Thinking about creating some station merchandising, but don't know what you want? Here's a list of some of the most popular items broadcasters have developed over the years.

Calendars, datebooks: desk, wall, pocket
Candy/knack-knack jars
Caps, hats, visors
Car aerial (antenna) pennants or balls
Clipboards
Clocks
Coffee mugs
Comedy or song parody album featuring station talent
Comic strip, cross-promoted with a local newspaper
Coolers, Thermos bottles, water bottles
Credit cards
Desk sets
Food items: candy bars, cereals, chips, milk cartons, etc.
Frisbees
Furniture
Glassware
Gift packs: various station merchandise
Halloween safety bags
Ice scrapers
Jackets
Jewelry
Key chains

Kites
Letter openers
Listener music magazines
Luggage
Marquee signs outside station or participating sponsor
Mascot character, leading to mascot merchandise
Media kits
Menu items at restaurants reamed after station personalities
Mini-billboards
Mouse pads for computers
Paper clip dispensers
Pencils, pencil cups, pens
Personal items: lighters, shavers
Piggy banks
Posters
"Preferred Listener club" cards: good for free merchandise, special prizes, discounts, on air contests. Distributed in many ways: mail, phone, point-of-purchase or by station staffer "spotter".
Refrigerator magnets
"Scan & Win" cards decoded at retail locations for cash and prizes

Scratch-&-Win cards
Sex Safety: condoms, brochures on safe sex
Sports bags
Sports "cheering aids": football hankies, terrible towels, gloves, pom-poms, etc.
Sports team schedules
Sunglasses
Sweaters/Sweatshirts
T-shirts
Teddy bears for scared children (donate to police, hospitals)
Thermometers
Towels
Transistor radios, one-station radios
Umbrellas
Watches
Wind-chill guides
Wristbands

M&M Wants Your Ideas!

Have you come up with any clever merchandising ideas lately? M&M would love to see photos or actual samples of your merchandise, which can be displayed in forthcoming articles. Send your materials to:

Jeff Green
Editor-in-Chief
Music & Media
Rijnsburgstraat 1, 1059 AT
Amsterdam, Holland

(Radio) Merchandising
in Belgium starts at



Kortrijksestraat 98 8550 Zwevegem Tel: (+32)56 - 75 73 79

SINGLES

Anina

C'est Le Dernier Qui A Parle Qui A Raison - Phonogram
This French singer was second behind Sweden in this year's Eurovision Song Festival Contest in Rome. She provides an unique mix of French chanson and the music of Tunisia, where she originally comes from. EHR programmers should make her their no. 1, too.

Pierangelo Bertoli & Tazenda

Spynta La Luna Dal Monte - Dischi Ricordi
On his new single, the Italian singer teams up with the band Tazenda. The captivating folksy tune is underpinned by a nice acoustic guitar, flute and above all, accordion. Already a big hit in his homeland.

Blur

There's No Other Way - Parlophone
Backed by a hilarious video, this pop song has already found its way to the UK charts. Another fine example of "indie pop", produced by Stephen Street (of The Smiths' fame).

Gerardo

Rico Suave - Interscope
Introducing "Spanglish" rap, a captivating musical mix of English and Spanish lyrics, supported by a supreme Michael Sembello production. Mucho macho Gerardo is already top 5 in the US.

Greta & Los Garbos

Tu Dulce Amor - Fonomusic
Respectful Spanish-language adaptation of the old Smokey Robinson composition, *You're Wonderful Sweet Sweet Love*. The band are chosen as artists to accompany the current Vuelta, the cyclist tour of Spain. This song should make them winners on Top-40 radio as well.

Hi-Five

I Like The Way (The Kissing Game) - Jive
The 1991 edition of Jackson Five or the black answer to New Kids On The Block? The lead and harmony vocals take you right back to the early 70s.

Tara Kemp

Hold You Tight - Giant
First US hit for the Irving Azoff-owned Giant label. This song leans heavily on a Soul II Soul beat. Will European triumph be next?

Morrissey

Sing Your Life - HMV
Produced by Clive Langer and Alan Winstanley, and catchy as ever. His cover version of The Jam's *That's Entertainment* on the flip side is even better.

Aaron Neville

Everybody Plays The Fool - A&M
Taken from the forthcoming album *Warm Your Heart*. The New Orleans soul brother has found the right catchy tune on a reggae beat to establish his enormous vocal acrobatics on EHR level again.

Jan Rot

Rocker In Holland - Mercury
Commanding song about the problems rockers in Holland have on their way to success. It's hooked on the melody of *Lodi*, Rot's favourite Creedence Clearwater Revival track.

Leo Sayer

I Will Fight For You - Bellaphon
This is the title tune to the German Touring Cars Championships. As a result Sayer pushes his right foot a bit harder on the pedal. In the meantime, he keeps his eyes fixed on the middle of Orchard road.

Urban Dance Squad

Fastlane - BMG Ariola
Remixed version of the song that appeared on the debut album *Mental Floss For The Globe* by this highly-lauded Dutch band. This pumping funk/hip hop/metal amalgam explains clearly why they have been in the Billboard Top 200 Albums charts for the past half year.

Sidney Youngblood

Hooked On You - Circa
Still Al Green-shaped, the Germany-based American soul singer continues his ways on the dance scene. This single previews his new album, to be released mid-July. Produced, arranged and mixed by Claus Zundel.

Bark

The Flame - Sonet (Sweden)
Usually the accomplished Swedish guitarist Janne Bark is a session musician, but this time he grabs the microphone himself. The result is a mid-tempo rock song. Despite his name, the man doesn't bark at all, but really sings very well. Contact Lars Olof-Helén on tel. (46) 8-627 38 00; fax: 8-98 30 70.

Boogie Boy

Boogie Boy - Dureco (LP) (Holland)
This Belgium blues man appeared at almost every jazz festival in Europe throughout the years. Although he's already 43 years old, this is his debut album. The skilled performer is interpreting blues and soul standards, like Big Bill Broonzy's *Get Back* and James Brown's *Sex Machine*. Contact Diny van Mourik on tel. (31) 2940-153 21; fax: 2940-187 25.

Camouflage

Meanwhile - Metronome
Third album by German duo puts them in the same division as New Order. They have succeeded nicely in combining electronic dance with pop melodies. Recorded in the famous Black Burn Studios in the UK and produced by Colin Thurston (David Bowie, Human League). Not only the single *Heaven (I Want You)* is worth listening to. Album rock programmers shouldn't hesitate to play tracks like *Where The Happy Live* and *What For*.

Casanova

Casanova - WEA
"Aha-erlebnis" on the German hard rock scene. Casanova's sound is reminiscent to the days of Doro & Warlock. Small wonder, since it's ex-Warlock drummer Michael Eurich's new band. The difference is a man taking care of the lead vocals, shouter Michael Voss (ex-Bonfire). Rock programmers who want to go deaf for a living play the track *Sticky Sweet*, which has a nice acoustic intro and ends up like a volcano eruption.

De La Soul

De La Soul Is Dead - Tommy Boy
Long-awaited second album by widely acclaimed Long Island hip hop artists contains 27 tracks in a total playtime of 74 minutes. Confusion guaranteed with spoken inbetweenies, sometimes very witty, sometimes ultimately corny. The CD sounds deliberately messy and "back to record players with dust on the needle". Numerous old and totally scratched soul records are sampled. Dance programmers should organise a quiz for their listeners to find out, what's what? and who's who? Best tracks: *Ring Ring Ring* (a big hit in Holland) and *Millie Pulled A Pistol On Santa*.

Fishbone

The Reality Of My Surroundings - Columbia
It's hard to describe the music of this LA-based band. On each track they play another genre, from hardcore to funk, jazz,

ALBUMS

reggae and ska. They almost define the word "crossover", but always sound like themselves. With their fourth (double) album, they share the front row of innovation with Living Colour. With tracks like the jazz and ska inspired *Housework* and the reggae tune *Pray To The Junkiemaker* they could break into daytime radio.

G-Race

Blue Side Of Midnight - Mercury
Titles like *Ritmo Latino* and *Calypso 'Round The Clock* explain sufficiently what this Dutch female vocalist is all about. She gracefully fuses blues, jazz, pop, salsa, calypso and bossa nova. Most of the times her music is cheerful, sometimes, it's sensual as demonstrated on the bluesy track *Slowdancing (In A Fast World)*, also the current single. Sometimes it's even both (*Bon Voyage*).

Hoodoo Gurus

Kinky - RCA
Coming from the garage rock genre, the new direction purveyed by this Australian four-piece band is less raw and poppy. Sometimes they even drive on the middle of the road. They still sound best, when they shift gear in the reverse and drive back into the garage. *Too Much Fun* is probably the best sentimental journey to the 60s.

Stress

Stress - Eternal/WEA
Flower power never dies. These West London neo-hippies are reminiscent to the almighty Lenny Kravitz, not only in attitude but also on a musical level. Singer Wayne Binitie could be his brother, especially on the excellent single *Flowers In The Rain*. But they're just too good to be accused for being copycats. Together with producer Guy Chambers (World Party) they bring 60s psychedelic music back to the future. Strings, tablas, Turkish instruments, well it's all there. Listening to the track *Daytime Believer*, everybody is ready for a new summer of love.

Judie Tzuke

Left Hand Talking - Columbia
Singer/songwriter Tzuke takes the mellow route to heaven. Check titles like *Jesus Was A Cross Maker* and *God Only Knows*, this is doubtless music to praise "the man in black fingers and legs crossed". Nighttime programmers not afraid of losing their religion should play the most secular track *One Day I Will Love In France*.

NEW TALENT

Ellia D. Cmiral

Shaman - Blue Flame (LP) (Germany)
New project by the Swedish film composer, who originally comes from Czechoslovakia. This music sounds extremely weird, sometimes even terrifying. The sounds on the tracks *Crises* and *Arival* are reminiscent to the growling noises of wild animals. To be filed under "New Instrumental Music". Contact Jörn Precht on tel. (49) 7151-544 94; fax: 7151-544 25.

Pat Mears

There Goes The Rainbow - SilenZ (LP) (Holland)
Watch out Melissa Etheridge, because here comes some real solid competition. This Texan singer/songwriter, however, is more swampy, just like Tony Joe White. Also she's more into C&W; just listen to the undeniably catchy track *Look For You*. Contact tel. (31) 20-6622 735; fax: 20-6629 580.

Singles and albums featured in New Releases are listed alphabetically. Selections include those which have achieved significant airplay within the last four weeks and those releases judged to have musical merit. Records mentioned in this section are by acts signed to independent labels for which license and/or publishing rights are available, except as noted. Please send your samples to Machgiel Bakker, PO Box 9027, 1006 AA Amsterdam, Holland.



Huey Lewis & The News

Huey Lewis makes his come back after three years with a new album "Hard At Play", his first for EMI, after five albums for Chrysalis. The clear message is: back to the roots. It contains the same basic rock & roll as on his 1983 success album "Sports" and its follow-up 1986's "Fore".

by Robbert Tilli

The music of Huey Lewis & The News could be the soundtrack to every day American life. Also on radio it is appropriate to play in almost every daypart. His 1988 album *Small World* was a departure from his rock recipe, with the introduction of reggae and jazz elements; it reached no. 11 in the **European Top 100 Albums**.

Huey Lewis always fared best with cheerful rock songs like his 1984 world hit *The Power Of Love* or 1986's *Hip To Be Square*. On his new album *Hard At Play* Lewis follows public demand. It is a real back-to-the-roots harmonica-dominated rock album, powerful and catchy at the same time. Programmers of any format should listen to the track *Hit Me Like A Hammer*, probably the album's best bet for a future hit. The first single *Couple Days Off*—based on a commanding guitar line—is already no. 2 in the Italian **Rai Stereo Due** chart and no. 42 in Germany. In the **Coca-Cola Eurochart Hot 100 Albums** it is currently at no. 76.

According to **EMI Records Worldwide** international marketing manager **Piero Giramonti** it was a deliberate move to release a rock track first as a single. "Now everybody knows Huey Lewis is back, and that he made a rock & roll album. And the result is still a lot of airplay. Our sales target is at least half a million units for Europe, which is the same as for his last album. **Chrysalis** did a lot of ground work in the past, we now can benefit from."

The April 29 pan-European album release is Lewis' first for **EMI USA**, while **Chrysalis** holds the rights for the UK. The **Bill Schnee** co-produced album was recorded at **Skywalker Sound** in Marin County, California. Guest musicians are featured on the more mellow songs. **Ex-Doobie Brothers**-member **John McFee** appears on the track *Time Ain't Money*, the **Gospel Hummingbirds** provide backing

vocals on *He Don't Know* (co-written by famous soul singer **Don Covay**), while **Mike Duke** and **Michael Ruff** are credited on *That's Not Me*.

While recording his video clip in Miami in April, European press was invited. Due to rehearsals for a huge US tour this summer, starting July 4, Lewis is not available right now for European promotion visits. But a European concert tour is scheduled for late September/beginning of October with TV and then radio and press promotion will be planned in. At the moment TV campaigns are being run on German private channel **RTL Plus**, Italian **Video Music** and French **TV 5**. Radio campaigns will be run in six European markets—the UK, Germany, France, Italy, Sweden and Holland. Especially in Germany, airplay on the single is steadily building up. According to **EMI Germany** head of promotion **Winfried Ebert**, *Couple Days Off* is not the easiest song for German radio. "Its rocky sound makes it quite difficult for radio, but despite this, we got 106 plays on German radio in the second week of release." Of these 106 plays, 72 were on the public ARD channels and the major privates—the reporter field of the nation's airplay monitoring organisation, **Media Control**.

The album release will be backed up with a big retail campaign from May 6-22. This includes 250 1.7 metres-long window-streamers; 600 A-1 posters; 300 3-D displays; 350 original-size carton stand-ups and several other display material. From June 6-19, 6000 construction sites across the country will be plastered with posters. Also, there will be a TV advertising campaign on **RTL-Plus** and a radio spot campaign on the public channels and the major privates. The interview that **WDR** freelancer **Peter Jebesen** did with Lewis in Miami was featured on several ARD channels. In addition, both **3-SAT's** "X-Large" programme and **Tele-5's** "Premiere" will feature filmed interviews with Lewis.

UNITED KINGDOM

Electronic

- Signed to **Factory** for the UK, and **Virgin Germany** for the rest of Europe.
- Publisher: **Warner Chappell**.
- Management: **Ignition/London**.
- New single: *Get The Message* released on April 2, currently charted in the UK at no. 7, Greece (no. 15) and Denmark (no. 25). In the **Coca-Cola Eurochart Hot 100 Singles** it is at no. 33.
- Recorded at **Clear Recordings/Manchester**.
- Producer: **Bernard Sumner** and **Johnny Marr**.
- Marketing: From the end of May, a poster campaign will be run in Germany and the UK. Also special **Post-It** notes for retail will be available with "Get The Message" inscription.
- The album *Electronic* will be simultaneously released on May 27 across Europe.

Electronic is the collaboration of **New Order** lead singer and songwriter **Bernard Sumner** and much-in-demand session guitarist **Johnny Marr** (ex-**The Smiths**). The stunning result is the single *Get The Message*, an atmospheric dance song on which modern technology is connected with an acoustic guitar.

It is a weird combination but it works sur-

prisingly well in these groovy times. The follow-up to last year's hit single *Getting Away With It*, which featured **Pet Shop Boys'** singer **Neil Tennant**, gives a preview of the eponymous debut album, which will see a pan-European release on May 27.

Despite other commitments of the duo—**Marr** is currently working on the new **The The** album, while **Sumner** is recording an album with **New Order**—the band already went to Munich for a two-day visit on April 11-12. Extensive radio interviews were organised and press interviews were held with magazines like **New, Elle, Wiener, Pop Rocky Spex** and **WOM's** free bulletin. Also one TV interview with **Tele-5** was recorded. The end of May, another promotional visit to Germany is planned.

For the last seven weeks promotion was lined up in the UK and *Electronic* appeared on **BBC 1's** "Top Of The Pops" show and had interviews with leading rock magazines such as **NME, Vox** and **Select**. When the album is released, parts of an interview will be featured daily on **BBC Radio 1**. In May promotion in France is scheduled with features in the major rock magazines and appearances on **M6's** "Megamix TV" programme and **Europe 1's** "Top 50" radio show.

HOLLAND

Golden Earring

- Signed to **Sony Music Holland**.
- Publisher: **Tony Berk Music (Benelux)/Sony Music** (rest of the world).
- Management: **Golden Earring Benelux BV**.
- New album: *Bloody Buccaneers* released on April 22; currently at no. 21 in the Dutch charts.
- New single: *Going To The Run* released on April 2, at press time no. 8 in Holland.
- Recorded at **Lagune Studio/Belgium**.
- Producer: **Golden Earring** and **John Sonneveld**.
- Marketing: Posters and displays for retail; full page advertising in the major Dutch rock magazines, plus **Billboard** and **M&M**.
- A tour through Holland and the **G/A/S** territories is scheduled for May-June.
- The album was simultaneously released on April 22 in the **Benelux, G/A/S, Scandinavia** and **France**.

Dutch rock band **Golden Earring** have been around for exactly 30 years and they are still going strong. With the release of their 23rd studio album *Bloody Buccaneers*—their debut on the **Columbia** label—they start their fourth decade in show business. A definite "back-to-basics" album—with **George Kooymans's** rock guitar dominating the sound—they still have not lost that typical "band feeling". The band's coherent driving sound is best exemplified on ready-made **EHR** track *Temporary Madness*.

The first single *Going To The Run* is a

strong mid-tempo song, dealing about the death of a friend, a biker. Amsterdam based **Czar Media Productions** shot the video of the single at location in California. It features Hollywood actor **Jorge Dalinger**, a **James Dean** look-alike, who plays the role of "easy rider". The clip was already shown on Dutch TV, including **Tros** "Popformule" and **Veronica's** "Top-40" and "Countdown".

For German national TV **ZDF** the band recorded a one-hour concert on the "Music Hall" programme in April. They also recorded a special for "Villa Lux" on Dutch private TV station **RTL-4**, due for broadcast mid May, while another TV appearance on Dutch public broadcaster **NOS** is scheduled for May 15.

Nearly all Dutch public national radio broadcasters featured the band in their programmes. **Veronica's** "Countdown" had the band play live on their April 26 show while leading radio programme, **NOS' "Avondspits"**, premiered album tracks. The band have built up a solid reputation over the years, that culminated with the no. 1 US hit *Radar Love* in 1973. Last month they were honoured with their footprints on the "Walk Of Fame" boulevard in Scheveningen.

Pan-European Spotlight: Artists featured have achieved Top 15 chart status in the European Top 100 Albums within the last five years.

National Spotlight: Artists featured have achieved Top 15 chart status in their country of origin.

THIS WEEK	LAST WEEK	WKS on CHARTS	ARTIST	TITLE - ORIGINAL LABEL (PUBLISHER)	THIS WEEK	LAST WEEK	WKS on CHARTS	ARTIST	TITLE - ORIGINAL LABEL (PUBLISHER)	THIS WEEK	LAST WEEK	WKS on CHARTS	ARTIST	TITLE - ORIGINAL LABEL (PUBLISHER)
1	4	6	Chesney Hawkes	The One And Only - Chrysalis (Warner Chappell)	18	16	11	Fredericks, Goldman & Jones	A Nos Actes Manques - Columbia (JRG/Marc Lumbroso)	35	36	4	Liane Foly	Goodbye Lover - Virgin (Virgin)
2	5	7	Cher	The Shoop Shoop Song (It's In His Kiss) - Geffen (Alley/Trio/Hudson Bay)	19	13	17	Scorpions	Wind Of Change - Mercury (Alma/Testatyme Music)	36	34	3	Mock Turtles	Can You Dig It? - Siren (Virgin)
3	18	2	Michael Bolton	Love Is A Wonderful Thing - Columbia (Warner Chappell)	20	25	4	Wilson Phillips	You're In Love - SBK (EMI/Warner Chappell)	37	46	2	Chris Isaak	Blue Hotel - Reprise (Warner Chappell)
4	1	11	Roxette	Joyride - EMI (Jimmy Fun Music)	21	11	8	Simple Minds	Let There Be Love - Virgin (Virgin Music)	38	40	4	Dannii Minogue	Love And Kisses - MCA (Mushroom)
5	2	9	Rod Stewart	Rhythm Of My Heart - Warner Brothers (WB/Jamm/Biba)	22	19	14	Susanna Hoffs	My Side Of The Bed - Columbia (Various)	39	33	8	Rolling Stones	Highwire - Columbia (Promopub BV)
6	3	11	Bee Gees	Secret Love - Warner Brothers (Gibb Brothers/BMG Music)	23	22	3	The Waterboys	The Whole Of The Moon - Ensign (Dizzy Heights/Chrysalis)	40	NE	NE	Elton John	Easier To Walk Away - Rocket (Big Pig Music)
7	8	3	Zucchero Fornaciari & Paul Young	Senza Una Donna (Without A Woman) - London (Warner Chappell/PolyGram/EMI)	24	50	2	De La Soul	Ring Ring Ring (Ha Ha Hey) - Tommy Boy (WC/Tea Girl/Curio/Chelsea/Island/MCA)	41	NE	NE	UB40	Homely Girl - Virgin (Virgin/Intersong)
8	6	5	Mike & The Mechanics	Word Of Mouth - Virgin (Michael Rutherford)	25	23	5	George Michael	Cowboys And Angels - Epic (Morrison Leahy)	42	47	2	Womack & Womack	Uptown - Arista (Spirit)
9	10	7	Pet Shop Boys	Where The Streets Have No Name/..Seriously? - Parlophone (a.EMI/Warner Chappell aa.Cage/10)	26	21	6	Udo Lindenberg	Ein Herz Kann Man Nicht Reparieren - Polydor (Roba Music)	43	NE	NE	Huey Lewis & The News	Couple Days Off - EMI USA (EMI)
10	9	10	the Rembrandts	Just The Way It Is, Baby - Alco (WB/Warner-Tamerlane/Tiger God)	27	26	7	R.E.M.	Losing My Religion - Warner Brothers (Warner Chappell)	44	38	4	Joe Jackson	Stranger Than Fiction - Virgin (Pokazuka/Copyright Control)
11	14	18	Seal	Crazy - ZIT/WEA (Beethoven Street/Perfect)	28	24	5	James	Sit Down - Fontana (Blue Mountain)	45	48	2	Amy Grant	Baby Baby - A&M (Age To Age/Edward Grant/Yellow Elephant)
12	7	12	Chris Rea	Auberge - East West (Warner Chappell)	29	39	2	Gloria Estefan	Seal Our Fate - Epic (EMI)	46	NE	NE	Bananarama	Long Train Running - London (Warner Chappell)
13	37	2	Seal	Future Love Paradise - ZIT/WEA (Beethoven Street/Perfect)	30	20	17	Robert Palmer	Mercy Mercy Me/I Want You - EMI (Jobete/Rondor)	47	NE	NE	Electronic	Get The Message - Virgin (Warner Chappell)
14	12	3	Timmy T.	One More Try - Quality (RMI)	31	31	3	Madonna	Rescue Me - Sire (WB/Blue Disque/Webo Girl)	48	30	13	Kim Appleby	G.L.A.D. - Parlophone (Copyright Control)
15	15	6	Mylène Farmer	Desenchantée - Polydor (Requiem Publishing)	32	27	11	The Farm	AllTogetherNow - Produce (Farm Music)	49	NE	NE	Sergio Dalma	Esa Chica Es Mia - IMC/Horus (Associated Artists)
16	29	3	Roachford	Get Ready - Columbia (PolyGram)	33	28	21	Chris Isaak	Wicked Game - London (Warner Chappell)	50	NE	NE	Bernard Lavilliers	Outremer - Barclay (Not Listed)
17	32	2	O.M.D.	Sailing On The Seven Seas - Virgin (Raw Unlimited/Virgin)	34	17	14	Patrick Bruel	Place Des Grands Hommes - RCA (14 Productions)	The European Airplay Top 50 is compiled from the individual national airplay charts below. Circled songs indicate increased or maintained airplay is expected for the following week.				

NATIONAL AIRPLAY

UNITED KINGDOM

Most played records on BBC stations and major independents.

- (3) Cher - The Shoop Shoop Song
- (6) Chesney Hawkes - The One And Only
- (15) Michael Bolton - Love Is A Wonderful Thing
- (7) Zucchero/Paul Young - Senza Una Donna
- (9) Roachford - Get Ready!
- (2) Gloria Estefan - Seal Our Fate
- (5) Madonna - Rescue Me
- (4) The Waterboys - The Whole Of The Moon
- (12) James - Sit Down
- (11) O.M.D. - Sailing On The Seven Seas
- (13) Bananarama - Long Train Running
- (1) Mike & The Mechanics - Word Of Mouth
- (-) Electronic - Get The Message
- (-) Frances Nero - Footsteps Following Me
- (10) The Mock Turtles - Can You Dig It?
- (-) Seal - Future Love Paradise
- (-) Gary Clail - Human Nature
- (18) The Waterboys - The Size Of A Cow
- (-) De La Soul - Ring Ring Ring (Ha Ha Hey)
- (-) Luther Vandross - Power Of Love/Love Power

GERMANY

Most played records on the ARD stations and major privates. Compiled by Media Control/Baden Baden.

- (2) Bee Gees - Secret Love
- (3) Rod Stewart - Rhythm Of My Heart
- (4) the Rembrandts - Just The Way It Is, Baby
- (1) Roxette - Joyride
- (5) Cher - The Shoop Shoop Song
- (8) Zucchero/Paul Young - Senza Una Donna
- (7) Udo Lindenberg - Ein Herz Kann Man Nicht..
- (13) Pet Shop Boys - Where The..Seriously?
- (9) Chris Rea - Auberge
- (6) Susanna Hoffs - My Side Of The Bed
- (11) Timmy T - One More Try
- (10) Chesney Hawkes - The One And Only
- (15) Michael Bolton - Love Is A Wonderful Thing
- (-) O.M.D. - Sailing On The Seven Seas
- (14) Chris Isaak - Blue Hotel
- (16) Wilson Phillips - You're In Love
- (-) Elton John - Easier To Walk Away
- (11) Womack & Womack - Uptown
- (-) Scorpions - Wind Of Change
- (-) Mike & The Mechanics - Word Of Mouth

FRANCE AM

Most played records on AM stations. Compiled by Media Control/Strasbourg.

- (1) Mylene Farmer - Desenchantée
- (2) Fredericks/Goldman/Jones - A Nos Actes Manques
- (10) Bernard Lavilliers - Outremer
- (5) Liane Foly - Goodbye Lover
- (3) Serge Gainsbourg - Requiem Pour Un Con
- (9) Michel Sardou - Le Veteran
- (11) Jil Caplan - Tout C'Qui Nous Separe
- (7) Roch Voisine - Darling
- (4) Enzo Enzo - Les Yeux Ouverts
- (-) Johnny Hallyday - Diego
- (12) UB40 - Homely Girl
- (6) Patrick Bruel - Place Des Grands Hommes
- (3) Julien Clerc - Le Verrou
- (14) Seal - Crazy
- (-) The Comateens - A Place For Me
- (-) Zucchero/Paul Young - Senza Una Donna
- (13) Chris Rea - Auberge
- (-) Rolling Stones - Highwire
- (15) Vanessa Paradis - L'Amour En Soi
- (16) Sting - Mad About You

FRANCE FM

Most played records on FM stations. Compiled by Media Control/Strasbourg.

- (1) Fredericks/Goldman/Jones - A Nos Actes Manques
- (2) Elton John - You Gotta Love Someone
- (6) Seal - Crazy
- (12) UB40 - Homely Girl
- (4) Mylene Farmer - Desenchantée
- (3) W.Houston - All The Man That I Need
- (7) DNA - La Serenissima
- (11) FMT - Suzanne
- (5) Simple Minds - Let There Be Love
- (15) Sting - Mad About You
- (13) Monie Love/True Image - It's A Shame
- (9) Mariah Carey - Soneday
- (10) Vanilla Ice - Ice Ice Baby
- (-) C.Dion - Where Does My Heart Beat Now?
- (14) Enigma - Mea Culpa Part II
- (16) George Michael - Cowboys And Angels
- (-) Dave Stewart - Love Shines
- (-) Beverley Craven - Promise Me
- (17) Roch Voisine - Darling
- (-) Rod Stewart - Rhythm Of My Heart

ITALY

Most played records on RAI Stereo Due.

- (-) Seal - Future Love Paradise
- (-) George Michael - Cowboys And Angels
- (-) Mike & The Mechanics - Word Of Mouth
- (-) Bliss - Change In The Weather
- (-) Huey Lewis/The News - Hard At Play
- (-) Roachford - Get Ready
- (-) Mano Negra - King Of Bongo
- (-) Lenny Kravitz - Always On The Run
- (-) De La Soul - Ring Ring Ring (Ha Ha Hey)
- (-) Alison Limerick - Where Love Lives
- (1) Simple Minds - Let There Be Love
- (2) Riccardo Cocciante - Se Siamo Insieme
- (3) Marco Masini - Perché Lo Fai
- (4) PBertoli/Tazenda - Spunta La Luna Dal Monte
- (5) Roxette - Joyride
- (6) Umberto Tazzi - Gli Altri Siamo Noi
- (7) Amedeo Minghi - Nene
- (8) Paolo Vallesse - Le Persone Inutili
- (9) Raf - Oggi Un Dio Non Ho
- (10) Enigma - Sadness Part I

SPAIN

Most played records on Cuarenta Principales, covering the major stations.

- (3) Emilio Aragón - Cuidado Con Paloma
- (1) M.C. Hammer - Pray
- (4) Celtas Cortos - Gente Impresentable
- (6) Joyride - Roxette
- (9) J.Travolta/O.Newton - John - Grease Megamix
- (8) Chayanne - Simon Sez
- (13) Modestia Aparte - Como Te Mueves
- (12) The Farm - AllTogetherNow
- (10) Sinistro Total - Devorao
- (11) La Década Prodigiosa - El Rey Del Guateque
- (14) Freddy Noise - Yo Soy Un Freddy Noise
- (17) Tennessee - Lluve En Mi Corazon
- (-) Pet Shop Boys - Where The..Seriously?
- (-) Enigma - Mea Culpa Part II
- (16) UB40 - The Way You Do The Things You Do
- (18) Rick Astley - Move Right Out
- (20) Cienfuegos - Carmen
- (19) Chris Isaak - Wicked Game
- (-) Hombres G - La Primavera
- (-) Antonio Vega - Esperando Nada

HOLLAND

Most played records on national stations Radio 2 and Radio 3. Compiled by Stichting Nederlandse Top 40.

- (2) Seal - Future Love Paradise
- (1) Sergio Dalma - Esa Chica Es Mia
- (1) R.E.M. - Losing My Religion
- (4) Ten Sharp - You
- (9) Golden Earring - Going To The Run
- (-) Will To Power - Fly Bird
- (16) Nils Lofgren - Valentine
- (-) Frank Sinatra - Love And Marriage
- (-) The Scene - Blauw
- (10) 10CC - I'm Mandy Fly Me
- (-) Doe Maar - Sinds 1 Dag Of 2
- (-) Michael Bolton - Love Is A Wonderful Thing
- (3) De La Soul - Ring Ring Ring (Ha Ha Hey)
- (6) Riccardo Cocciante - Se Siamo Insieme
- (7) Mike & The Mechanics - Word Of Mouth
- (10) E.L.O. II - Honest Man
- (-) Carry Konings - Vergeet M'n Naam
- (-) Captain Gumbo - Allons A LaFayette
- (5) Timmy T - One More Try
- (8) Clouseau - Geef Het Op

AUSTRIA

Most played records on national pop station O3. Compiled by Media Control/Baden Baden.

- (7) Bee Gees - Secret Love
- (5) Robert Palmer - Mercy Mercy Me/I Want You
- (3) Chesney Hawkes - The One And Only
- (4) Cher - The Shoop Shoop Song
- (8) Roxette - Joyride
- (19) Thomas Forstner - Venedig Im Regen
- (-) Seal - Crazy
- (-) Chris Isaak - Wicked Game
- (13) Elton John - Easier To Walk Away
- (-) Pauline Ester - Oui, Je L'Adore
- (2) Chris Rea - Auberge
- (10) the Rembrandts - Just The Way It Is, Baby
- (9) Rod Stewart - Rhythm Of My Heart
- (1) Bingoboy/Princessa - How To Dance
- (17) Bilgeri - In Love With Two Ladies
- (6) Kim Appleby - G.L.A.D.
- (11) Mike & The Mechanics - Word Of Mouth
- (-) Pet Shop Boys - Where The..Seriously?
- (15) Jesus Loves You - Bow Down Mister
- (16) Quartz/Dina Carroll - It's Too Late

SWITZERLAND

Most played records on the national station DRS 3 and major privates. Compiled by Media Control/Basel.

- (2) Roxette - Joyride
- (1) Rod Stewart - Rhythm Of My Heart
- (4) Bee Gees - Secret Love
- (9) Simple Minds - Let There Be Love
- (8) Michael Bolton - Love Is A Wonderful Thing
- (5) Scorpions - Wind Of Change
- (3) Seal - Crazy
- (11) Dr. Alban - No Coke
- (14) Joe Jackson - Stranger Than Fiction
- (6) Huey Lewis/The News - Couple Days Off
- (10) Pet Shop Boys - Where The..Seriously?
- (7) the Rembrandts - Just The Way It Is, Baby
- (-) Roachford - Get Ready
- (-) Jimmy Somerville - To Love Somebody
- (-) Seal - Future Love Paradise
- (-) The Simpsons - Do The Bartman
- (12) Mylene Farmer - Desenchantée
- (-) Snap - Snap Megamix
- (-) Lenny Kravitz - Always On The Run
- (-) Rick Astley - Move Right Out

M&M's National Airplay charts reflect the 20 songs receiving the most airplay in each country listed. The individual charts are compiled by various media controllers and research organizations, based on reports from participating stations representing various formats. These charts are combined and weighted to comprise the European Airplay Top 50 chart above. M&M also surveys nearly 100 contemporary music stations to develop the European Hit Radio chart, which can be found on page 18. That chart and its related statistics detail singles-based airplay at stations specifically targeting 12-34 year-olds on a full-time or part-time basis.

● = National product

EHR TOP 25

TW	LW	WOC	Artist/Title	Label
1	2	9	ROD STEWART /Rhythm Of My Heart	(Warner Brothers)
2	1	10	ROXETTE /Joyride	(EMI)
3	5	7	CHESNEY HAWKES /The One And Only	(Chrysalis)
4	7	4	CHER /The Shoop Shoop Song (It's In His Kiss)	(Geffen)
5	11	3	MICHAEL BOLTON /Love Is A Wonderful Thing	(Columbia)
6	3	8	SIMPLE MINDS /Let There Be Love	(Virgin)
7	4	10	BEE GEES /Secret Love	(Warner Brothers)
8	6	7	MIKE & THE MECHANICS /Word Of Mouth	(Virgin)
9	8	4	ZUCCHERO/PAUL YOUNG /Senza Una Donna	(London)
10	12	3	ROACHFORD /Get Ready	(Columbia)
11	21	3	SEAL /Future Love Paradise	(ZTT/WEA)
12	10	5	MADONNA /Rescue Me	(Sire)
13	23	2	WILSON PHILLIPS /You're In Love	(SBK)
14	16	4	JAMES /Sit Down	(Fontana)
15	9	4	GLORIA ESTEFAN /Seal Our Fate	(Epic)
16	13	6	PET SHOP BOYS /Where The Streets Have No Name	(Parlophone)
17	17	3	O.M.D. /Sailing On The Seven Seas	(Virgin)
18	14	7	R.E.M. /Losing My Religion	(Warner Brothers)
19	15	9	BANDERAS /This Is Your Life	(London)
20	NE	➔	BANANARAMA /Long Train Running	(London)
21	NE	➔	DE LA SOUL /Ring Ring Ring (Ha Ha Hey)	(Tommy Boy)
22	24	2	AMY GRANT /Baby Baby	(A&M)
23	20	2	THE REMBRANDTS /Just the Way It Is, Baby	(Atco)
24	NE	➔	SCORPIONS /Wind Of Change	(Mercury)
25	22	2	THE WATERBOYS /The Whole Of The Moon	(Ensign)

The EHR Top 25 chart is based on a weighted-scoring system. Songs score points by achieving airplay at M&M's EHR reporting stations. Unlike M&M's European Airplay Top 50, which includes reports from stations serving a general audience, these stations target 12-34 year-old listeners with contemporary music fulltime or during specific dayparts. Songs in "A" rotation airplay receive more points than those in "B" rotation or more limited airplay exposure. Stations are weighted by market size and by the number of hours per week committed to the format.

CHARTBOUNDED RECORDS

BLACK BOX /Strike It Up	(de/Construction)	24/2
MOCK TURTLES /Can You Dig It?	(Siren)	23/0
ELVIS COSTELLO /The Other Side Of Summer	(Warner Brothers)	NE 23/9
ROBERT PALMER /Happiness	(EMI)	22/2
ROLLING STONES /Highwire	(Columbia)	22/2
JOE JACKSON /Stranger Than Fiction	(Virgin)	22/0
RICK ASTLEY /Move Right Out	(RCA)	21/3
THE WONDERSTUFF /The Size Of A Cow	(Polydor)	20/1
CATHY DENNIS /Touch Me (All Night Long)	(Polydor)	20/3
INXS /By My Side	(Mercury)	20/4
CELINE DION /Where Does My Heart Beat Now	(Columbia)	19/1
LUTHER VANDROSS /Power Of Love/Love Power	(Epic)	19/2
GEORGE MICHAEL /Cowboys And Angels	(Epic)	19/5
DIVINYLS /I Touch Myself	(Virgin)	19/3
FRANCES NERO /Footsteps Following Me	(Debut)	NE 19/3
GARY CLAIL ON-U SOUND SYSTEM /Human Nature	(Perfecto)	19/0
FEARGAL SHARKEY /I've Got News For You	(Virgin)	18/0
ALISON MOYET /It Won't Be Long	(Columbia)	18/3
C&C MUSIC FACTORY/F.WILLIAMS /Here We Go	(Columbia)	17/1
ELECTRONIC /Get The Message	(Virgin)	17/4
JELLYFISH /Baby's Coming Back	(Charisma)	NE 17/4
SUSANNA HOFFS /My Side Of The Bed	(Columbia)	17/0
PETE WYLIE/THE FARM /Sinful!	(Siren)	NE 16/0
BEVERLEY CRAVEN /Promise Me	(Epic)	15/2
DANNII MINOGUE /Love & Kisses	(MCA)	NE 15/2
MYLENE FARMER /Desenchantée	(Polydor)	15/2
THE SIMPSONS /Deep, Deep Trouble	(Geffen)	NE 15/1
ALISON LIMERICK /Where Love Lives (Come On In)	(Arista)	15/0
ROXETTE /Fading Like A Flower	(EMI)	NE 14/6
KLF /Last Train To Trancentral	(KLF Communications)	NE 14/6

The EHR "chartbound" chart lists the total number of EHR reporting stations playing newer songs that do not yet have enough airplay points to rank among the EHR Top 25. The second number represents how many stations reported it to M&M for the first time. Records which have previously charted and are still active, although forced off the Top 25 by other songs, may qualify for "Chartbound". Songs which have received a new airplay for two consecutive weeks will be deleted from this chart, but may reappear with new airplay. In the case of a tie, songs are listed alphabetically by artist. Arrows indicate new entries in Chartbound.

EHR NEW ADD LEADERS

ELVIS COSTELLO /The Other Side Of Summer	(Warner Brothers)	9
SEAL /Future Love Paradise	(ZTT/WEA)	7
WILSON PHILLIPS /You're In Love	(SBK)	7
ZUCCHERO/PAUL YOUNG /Senza Una Donna	(London)	7
DE LA SOUL /Ring Ring Ring (Ha Ha Hey)	(Tomy Boy)	6
ROXETTE /Fading Like A Flower	(EMI)	6

The EHR "New Add Leaders" are those songs which received the highest number of playlist additions during the week. In the case of a tie, songs are listed alphabetically by artist.

EHR "A" ROTATION LEADERS

ROD STEWART /Rhythm Of My Heart	(Warner Brothers)	44
ROXETTE /Joyride	(EMI)	40
CHER /The Shoop Shoop Song (It's In His Kiss)	(Geffen)	34
CHESNEY HAWKES /The One And Only	(Chrysalis)	32
MIKE & THE MECHANICS /Word Of Mouth	(Virgin)	28

The EHR "A" Rotation Leaders are those songs which have the highest number of stations playing them in "A" or heavy rotation during the week. Rotation definitions are set by the individual stations. In the case of a tie, songs are listed alphabetically by artist.

EHR TRACKING REPORT

Artist/Title	Total	A	B	Add
1 ROD STEWART /Rhythm Of My Heart	59	44	13	0
2 ROXETTE /Joyride	54	40	10	1
3 CHESNEY HAWKES /The One And Only	48	32	9	5
4 CHER /The Shoop Shoop Song (It's In His Kiss)	42	34	5	1
5 MIKE & THE MECHANICS /Word Of Mouth	42	28	10	3
6 MICHAEL BOLTON /Love Is A Wonderful Thing	42	23	9	5
7 BEE GEES /Secret Love	41	27	10	2
8 SIMPLE MINDS /Let There Be Love	41	26	12	0
9 ZUCCHERO/PAUL YOUNG /Senza Una Donna	41	21	12	7
10 ROACHFORD /Get Ready	37	25	9	3
11 MADONNA /Rescue Me	35	28	7	0
12 WILSON PHILLIPS /You're In Love	35	23	4	7
13 SEAL /Future Love Paradise	35	22	5	7
14 JAMES /Sit Down	31	24	6	1
15 GLORIA ESTEFAN /Seal Our Fate	30	21	8	1
16 PET SHOP BOYS /Where The Streets Have No Name	29	19	7	3
17 O.M.D. /Sailing On The Seven Seas	28	21	6	0
18 R.E.M. /Losing My Religion	28	18	4	4
19 DE LA SOUL /Ring Ring Ring (Ha Ha Hey)	28	15	6	6
20 BANDERAS /This Is Your Life	26	15	7	2
21 AMY GRANT /Baby Baby	26	14	7	4
22 BANANARAMA /Long Train Running	26	12	10	4
23 THE WATERBOYS /The Whole Of The Moon	25	18	6	1
24 THE REMBRANDTS /Just the Way It Is, Baby	24	15	7	1
25 BLACK BOX /Strike It Up	24	12	9	2
26 MOCK TURTLES /Can You Dig It?	23	16	7	0
27 ELVIS COSTELLO /The Other Side Of Summer	23	9	4	9
28 SCORPIONS /Wind Of Change	22	19	3	0
29 ROLLING STONES /Highwire	22	18	2	2
30 ROBERT PALMER /Happiness	22	12	8	2

The EHR Tracking Report represents the simple, unweighted, total number of EHR reporting stations playing a song overall, how many stations have that song in either an "A" or "B" rotation, and how many new adds it has received. If the number of songs in "A" and "B" combined do not match the total station count, it is because some stations either have reported it as part of album airplay or have not indicated it in "A" or "B" rotation yet. In the case of a tie, songs are listed alphabetically by "A" rotation.

Airplay Action

by Machgiel Bakker

Although dropping in total chart points, **Rod Stewart** is again reigning the Top 25. This is because airplay on **Roxette's** *Joyride* is diminishing due to the duo's new single *Fading Like A Flower*, that is picking up new airplay in Europe. 'Fading' is a new entry in "Chartbound" this week with 6 new adds and a total of 14 stations.

Chesney Hawkes creeps up to no. 3 this week with *The One And Only* being played on 48 stations (an increase of 17% compared to last week). It does not happen too often that a debut single collects such a

high amount of total stations. Topping the list are **Suzanne Hoffs' My Side Of The Bed** and **Enigma's Sadness Part 1** who earlier this year both accumulated a total of 54 stations. They are followed by **Hawkes** and **Seal (Crazy)**, both with 48.

Seal's new single, *Future Love Paradise* is this week's best mover (11->21), followed by **Wilson Phillips's You're In Love** (13->23). The latter single collects the best increase in total stations this week (34% up); second best increase for **Michael Bolton's Love Is A Wonderful**

Thing (20%).

Three new entries in the Top 25 this week: **Bananarama**, **De La Soul** and **Scorpions**. After heavy airplay on French AM and FM stations since January of this year, the latter's single is now finally breaking on German radio (and to a lesser extent, Benelux, Norway and Denmark).

Bound to enter the Top 25 next week is the new **Elvis Costello** single, *The Other Side Of Summer*. Airplay is currently strongest in the UK (16 stations) followed by Holland, Norway and Sweden.



EUROCHART HOT 100[®] SINGLES



THIS WEEK	LAST WEEK	TITLE	COUNTRIES CHARTED	THIS WEEK	LAST WEEK	TITLE	COUNTRIES CHARTED	THIS WEEK	LAST WEEK	TITLE	COUNTRIES CHARTED
WKS on CHARTS	WKS on CHARTS	ARTIST - ORIGINAL LABEL (PUBLISHER)		WKS on CHARTS	WKS on CHARTS	ARTIST - ORIGINAL LABEL (PUBLISHER)		WKS on CHARTS	WKS on CHARTS	ARTIST - ORIGINAL LABEL (PUBLISHERS)	
1	1	Joyride Roxette - EMI (Jimmy Fun Music)	UK, D, B, NL, A, CH, S, PDK, N, SF, GR, I	35	8	Sit Down James - Fontana (Blue Mountain)	UK, Ir	69	71	You Ten Sharp - Columbia (Sony Music)	NL
2	2	Wind Of Change Scorpions - Mercury (Almo/Testatyme Music)	F, D, B, NL, CH, S, N	36	30	Poupee Psychedelique Thierry Hazard - Columbia (Sony Music)	F	70	91	Natal Chico & Roberta - Carrere (Adageo)	F
3	3	The Shoop Shoop Song (It's In His Kiss) Cher - Geffen (Alley/Trio/Hudson Bay)	UK, A, S, DK, Ir, N	37	37	Ring My Bell Ronia Love Vs Adeva - Cooltempo (Chrysalis/Copyright Control)	UK, D, NL, CH, DK, SF	71	98	I Say Yeah Chicco Secci Project feat. O.Johnson - Energy Production (PolyGram)	UK, F
4	40	Last Train To Trancentral/The Iron Horse KLF - KLF Communications (EG/Zoo/Warner Chappell/Wondee/BMG)	UK, D, B, S, DK	38	32	Deep, Deep Trouble The Simpsons feat. Bart & Homer - Geffen (Zomba/EMI)	UK, D, S, DK, Ir, SF	72	NE	Kommer Du Ihåg Mig? Jim Jidhed - Virgin (Not Listed)	S
5	4	Should I Stay Or Should I Go The Clash - Columbia (Nineden)	D, B, NL, A, CH, S, DK, N, SF, GR	39	58	How To Dance Bingoboy & Princessa - Atlantic (Copyright Control)	D, NL, A, CH, S	73	87	About You David Hallyday - Scotti Bros (Maritza Music)	F
6	5	The One And Only Chesney Hawkes - Chrysalis (Warner Chappell)	UK, D, B, S, Ir	40	42	Strike It Up Black Box - deConstruction (Warner Chappell/Copyright Control)	UK, F, D, B, NL, DK, SF	74	50	Human Nature Gary Clail On-U Sound System - Perfecto (Perfecto/PolyGram)	UK
7	7	Desenchantee Mylene Farmer - Polydor (Requiem Publishing)	F, B	41	NE	Touch Me (All Night Long) Cathy Dennis - Polydor (Chrysalis/Memory Lane)	UK, Ir	75	57	Unfinished Sympathy Massive - Wild Bunch/Circa (Island)	D, B, NL
8	23	Ring Ring Ring (Ha Ha Hey) De La Soul - Tommy Boy (WC/Tea Girl/Curia/Chelsea/Island/MCA)	UK, D, B, NL, S, Ir, SF	42	49	Here We Go C&C Music Factory feat. Freedom Williams - Columbia (Clivilles/Cole)	UK, D, NL, CH, DK	76	63	Ice Ice Baby Vanilla Ice - SBK (Various)	F, GR
9	11	Where The Streets Have No Name/..Seriously? Pet Shop Boys - Parlophone (a.EMI/Warner Chappell aa.Cage/10)	D, B, NL, A, CH, S, DK, SF, I	43	38	Sadness Part 1 Enigma - Virgin (Data Alpha/Mambo/Siegel)	F, PDK, GR, I	77	73	Are You Ready AC/DC - Atco (J.Albert & Son)	UK, Ir
10	6	Secret Love Bee Gees - Warner Brothers (Gibb Brothers/BMG Music)	UK, D, B, A, CH, DK, GR	44	NE	Just A Groove Nomad - Rumour (Skratch)	UK, B, NL, Ir	78	NE	Going To The Run Golden Earring - Columbia (Bouncin' Balls)	NL
11	20	Born Free Vic Reeves & The Roman Numerals - Sense (EMI)	UK	45	43	Place Des Grands Hommes Patrick Bruel - RCA (14 Productions)	F	79	RE	Sucker DJ Dimples D. - FBI (ARL Music/Screen)	D, E, A
12	14	Darling Roch Voisine - Ariola (Ed. Georges Mary)	F, B	46	47	Children E.M.F. - Parlophone (Warner Chappell)	UK, D, DK, Ir	80	NE	Don't Let Me Down The Farm - Produce (Virgin)	UK
13	10	Rhythm Of My Heart Rod Stewart - Warner Brothers (WB/Jamm/Bibo)	UK, D, NL, A, CH, S, DK, Ir, GR	47	67	There's No Other Way Blur - Food (MCA)	UK, Ir	81	65	Unchained Melody The Righteous Brothers - Verve/Polydor (MPL Communications)	F, E
14	21	One More Try Timmy T. - Quality (RMI)	D, B, NL, A, CH, S	48	45	Geef Het Op Clouseau - EMI (EMI)	B, NL	82	41	The Size Of A Cow Wonder Stuff - Polydor (PolyGram)	UK, Ir
15	13	Let There Be Love Simple Minds - Virgin (Virgin Music)	F, D, NL, CH, S, PDK, GR, I	49	39	The Grease Megamix John Travolta & Olivia Newton-John - Polydor (Warner Chappell)	NL, E, S, PDK	83	89	Grease The Dream Mix Valli/Travolta/John - Polydor (Warner Chappell)	B, NL, DK
16	17	Mea Culpa Part II Enigma - Virgin (Data Alpha/Mambo/Siegel)	F, D, E, CH, P, SF, GR, I	50	RE	Se Stiamo Insieme Riccardo Cocciante - Virgin (Boventoon/L'Altra Meta)	B, NLI	84	NE	Gonna Catch You Lonnie Gordon - Supreme (Gli Gnomi)	UK
17	16	No Coke Dr. Alban - SweMix (SweMix Publishing)	D, A, CH, GR, I	51	62	Love Is A Wonderful Thing Michael Bolton - Columbia (Warner Chappell)	UK, S, DK	85	RE	Spunta La Luna Dal Monte (Disamparados) Pierangelo Bertoli & Tazenda - Ricordi (Fado)	I
18	9	Do The Bartman The Simpsons - Geffen (ATV/Sorcerous Labyrinth)	D, B, E, A, CH, S, DK, Ir, N, GR	52	64	Blue Hotel Chris Isaak - Reprise (Warner Chappell)	D, A, DK	86	NE	Promise Me Beverly Craven - Epic (Warner Chappell)	UK
19	24	Sailing On The Seven Seas O.M.D. - Virgin (Raw Unlimited/Virgin)	UK, D, Ir	53	53	Footsteps Following Me Frances Nero - Debut (Kastlekat/WC/With Love From Detroit)	UK	87	RE	Perché Lo Fai Marco Masini - Ricordi (Bigallo/Fado)	I
20	35	Senza Una Donna (Without A Woman) Zucchero Fornaciari & Paul Young - London (Warner Chappell/PolyGram/EMI)	UK, D, B, Ir	54	12	Rescue Me Madonna - Sire (WB/Blue Disque/Webo Girl)	UK, D, CH, Ir	88	70	Can You Dig It? Mock Turtles - Siren (Virgin)	UK, Ir
21	15	Crazy Seal - ZTT/WEA (Beethoven Street/Perfect)	F, D, A, CH, S, DK, GR, I	55	51	Romantic World Dana Dawson - Columbia (CBS Music/Romus S.A.R.L.)	F, B	89	RE	Let's Try It Again/Didn't I New Kids On The Block - CBS (EMI/Mighty Three/Island)	F
22	19	Snap Megamix Snap - Logic/Ariola (Warner Chappell/Zomba/Minder)	D, B, NL, A, CH, S, DK, SF, GR	56	NE	Tout C'Qui Nous Separe Jil Caplan - Epic (Jay Alanski)	F	90	79	Seal Our Fate Gloria Estefan - Epic (EMI)	UK, GR
23	18	3 A.M. Eternal Live At The SSL/Guns Of Mu Mu KLF feat. The Children Of The Revolution - KLF Communications (E.G./Zoo/W Ch/Bra)	D, B, E, A, CH, S, DK, N, GR	57	54	Bad Boys Inner Circle - Metronome (Madhouse Music)	S, DK, N, SF	91	90	Se Mustamies Haus-Mylly - Power (Power Records)	SF
24	55	Future Love Paradise Seal - ZTT/WEA (Beethoven Street/Perfect)	UK, D, B, NL, S, Ir	58	66	So Sad Gregorian - Metronome (Antenna/PolyGram)	F, P, GR	92	84	Ooops 808 State feat. Bjork - ZTT/WEA (Perfect/Second Wind)	UK, Ir, SF
25	26	Losing My Religion R.E.M. - Warner Brothers (Warner Chappell)	B, NL, S, Ir	59	56	Just The Way It Is, Baby The Rembrandts - Atco (WB/Warner-Tamerlane/Tiger God)	D, S	93	74	This Is Your Life Banderas - London (One Life/Island/Elysian)	D, I
26	22	Gonna Make You Sweat C&C Music Factory - Columbia (Virgin Music)	D, E, A, CH, S, DK, GR	60	75	Quadroponia Quadroponia - ARS (Sabam/Copyright Control)	UK	94	60	Rock The Casbah The Clash - Columbia (Nineden/Virgin)	UK, Ir
27	33	Get The Message Electronic - Virgin (Warner Chappell)	UK, DK, GR	61	46	Requiem Pour Un Con Serge Gainsbourg - Phonogram (Hortensia)	F, B	95	NE	Anesthesia T99 - Who's That Beat (P&M)	UK, B
28	25	Zehn Kleine Negerlein Time To Time - Power Brothers (Nosferatu)	D	62	52	Qu'Est-Ce-Qu'On Fait Maintenant Benny B - PLR (Copyright Control)	F	96	44	Get Ready Roachford - Columbia (PolyGram)	UK
29	29	Highwire Rolling Stones - Columbia (Promapub BV)	F, D, NL, A, CH, P, N, SF, I	63	NE	Fading Like A Flower (Every Time You Leave) Roxette - EMI (Jimmy Fun)	UK, S, Ir	97	72	Homely Girl UB40 - Virgin (Virgin/Intersong)	F
30	36	A Nos Actes Manques Fredericks, Goldman & Jones - Columbia (JRG/Marc Lumbroso)	F	64	48	Word Of Mouth Mike & The Mechanics - Virgin (Michael Rutherford)	UK, D, Ir	98	RE	Lucifer Blue System - Hansa/Ariola (Hanseatic)	D, A
31	27	Because I Love You (The Postman Song) Stevie B - BCM (Saja/Mya-T)	D, B, CH, S, PN	65	69	J'Ai Peur Francois Feldman & Joniece Jamison - Phonogram (Marily/Caroline)	F	99	81	The Way You Do The Things You Do UB40 - Virgin (Jobete Music)	F, D
32	31	Hello Afrika Dr. Alban - SweMix (Progressive/Misty/SweMix)	D, NL, E, A, CH, P, GR	66	68	Innuendo Queen - Parlophone (Queen Music/EMI Music)	D, P, I	100	93	Take No Crap Cut'n Move - Medley (Casadida)	DK
33	28	The Whole Of The Moon The Waterboys - Ensign (Dizzy Heights/Chrysalis)	UK, Ir	67	59	AllTogetherNow The Farm - Produce (Farm Music)	D, E				
34	34	(I Wanna Give You) Devotion Nomad feat. MC Mikee Freedom - Rumour (Skratch/Copyright Control)	D, B, E, A, CH, S, GR	68	NE	Breek De Stilte Stef & Bob - HKM (Hans Kusters)	B				

UK = United Kingdom, D = Germany, F = France, CH = Switzerland, A = Austria, I = Italy, E = Spain, NL = Holland, B = Belgium, IR = Ireland, S = Sweden, DK = Denmark, N = Norway, SF = Finland, P = Portugal, GR = Greece.
 ○ = FAST MOVERS NE = NEW ENTRY
 RE = RE-ENTRY

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 Compiled from the national singles sales charts of 16 European territories.

EUROPEAN TOP 100 ALBUMS

THIS WEEK	LAST WEEK	ARTIST	TITLE - ORIGINAL LABEL	COUNTRIES CHARTED	THIS WEEK	LAST WEEK	ARTIST	TITLE - ORIGINAL LABEL	COUNTRIES CHARTED	THIS WEEK	LAST WEEK	ARTIST	TITLE - ORIGINAL LABEL	COUNTRIES CHARTED
1	1	Eurythmics	Greatest Hits - RCA	UK, D, B, N, L, E, A, CH, S, P, DK, I, N, SF, GR, Ir	35	34	Juan Luis Guerra & 4.40	Bachata Rosa - Karen	E	69	75	Soundtrack - Dances With Wolves	Dances With Wolves - Columbia	UK, B, N, L, E, GR
2	2	Roxette	Joyride - EMI	UK, D, B, N, L, E, A, CH, S, P, DK, I, N, SF, GR, Ir	36	33	Eric Clapton	The Eric Clapton Story - Polydor	D, N, L, I	70	59	Rondo Veneziano	Concerto Per Mozart - Baby Records	D, B, CH
3	3	Simple Minds	Real Life - Virgin	UK, D, B, N, L, E, A, CH, S, P, DK, I, N, SF, GR, Ir	37	37	UB40	Labour Of Love II - Virgin	F, N, L	71	NE	Fall	Shift-Work - Cog Sinister	UK
4	4	R.E.M.	Out Of Time - Warner Brothers	UK, D, B, N, L, E, A, CH, S, P, DK, I, N, SF, GR, Ir	38	30	Madonna	The Immaculate Collection - Sire	UK, D, N, L	72	69	Umberto Tozzi	Gli Altri Siamo Noi - CGD	I
5	6	Rod Stewart	Vagabond Heart - Warner Brothers	UK, F, D, B, N, L, A, CH, S, P, DK, N, SF, Ir	39	NE	Yes	Union - Ariola	UK, D, N, L, S, DK	73	50	Vanilla Ice	To The Extreme - SBK	F, D, B, P, GR
6	5	Rolling Stones	Flashpoint - Columbia	UK, F, D, B, N, L, E, A, CH, S, P, DK, N, SF, Ir	40	49	The Stranglers	Greatest Hits 1977-1990 - Epic	UK	74	55	C&C Music Factory	Gonna Make You Sweat - Columbia	D, E, A, DK
7	8	Chris Rea	Auberge - East West	UK, F, D, B, N, L, A, CH, S, P, DK, N, SF	41	28	Soundtrack - Twin Peaks/Angelo Badalamenti	Music From Twin Peaks - Warner Brothers	B, E, P, DK, SF	75	91	Antonello Venditti	Il Diario - Philips	I
8	7	Chris Isaak	Wicked Game - Reprise	UK, D, B, N, L, E, A, CH, S, P, DK, N, SF, GR, Ir	42	NE	Blue System	Seeds Of Heaven - Hansa/Ariola	D	76	74	Dana Dawson	Paris, New York And Me - Columbia	F
9	10	Enigma	MCMXC A.D. - Virgin	UK, F, D, B, N, L, E, A, CH, S, P, DK, I, SF, GR, Ir	43	43	Jean-Jacques Goldman	Fredericks, Goldman & Jones - Columbia ●	F, B	77	70	Patricia Kaas	Scene De Vie - Columbia ▲	F, D, CH
10	9	Queen	Innuendo - EMI ▲	UK, F, D, B, N, L, E, A, CH, P, I, SF	44	41	Edward Simoni	Pan-Traeume - Columbia	D	78	72	The Clash	The Story Of The Clash - Volume 1 - CBS	UK, Ir
11	NE	The Waterboys	Best Of 81-90 - Chrysalis	UK, Ir	45	44	Kastelruther Spatzen	Wahrheit Ist Ein Schmalere Grat - Koch	D, A	79	00	Tennessee	Llueve En Mi Corazon - EMI	E
12	11	String	The Soul Cages - A&M ▲	UK, F, D, N, L, E, A, CH, S, P, DK, I, SF, GR	46	25	The Cure	Entreat - Fiction	F, D, B, N, L, A, SF	80	78	Francois Feldman	Une Presence - Philips	F
13	14	Scorpions	Crazy World - Mercury	F, D, B, CH, S, GR	47	52	Massive	Blue Lines - Wild Bunch/Circa	UK, D, N, L, S, Ir	81	57	Supertramp	The Very Best Of... - A&M/Arcade ▲2	D, N, L, P
14	12	Lenny Kravitz	Mama Said - Virgin	UK, F, B, N, L, A, CH, S, DK, N, SF, GR, Ir	48	54	AC/DC	The Razor's Edge - Atco	UK, D, DK	82	76	Sepultura	Arise - Roadracer	D, N, L, DK, SF
15	13	Bee Gees	High Civilization - Warner Brothers	UK, D, B, N, L, A, CH, P, DK	49	40	Riccardo Cocciante	Cocciante - Virgin	I	83	86	Elmer Food Beat	30 Centimeters - Off The Track	F
16	38	James	Gold Mother - Fontana	UK, Ir	50	56	Christy Moore	Smoke & Strong Whiskey - Newberry Records	UK, Ir	84	81	Vaya Con Dios	Night Owls - Ariola	D, CH
17	18	Soundtrack - The Doors	The Doors - Elektra	UK, D, B, N, L, E, A, P, DK, Ir	51	48	The Doors	The Best Of The Doors - Elektra	UK, Ir	85	NE	Pat Benatar	True Love - EMI	UK, N, L, S, DK
18	16	Gloria Estefan	Into The Light - Epic ●	UK, D, N, L, E, CH, SF	52	39	Deborah Harry & Blondie	The Complete Picture - The Very Best Of... - Chrysalis	UK	86	83	Oleta Adams	Circle Of One - Fontana	UK, N, L
19	15	Elton John	The Very Best Of... - Rocket	UK, D, B, E, A, CH, S, P, DK, N	53	58	The Farm	Spartacus - Solid	UK, D, Ir	87	62	Amedeo Minghi	Nene' - Fonit Cetra	I
20	36	KLF	The White Room - Indisc	UK, D, B, N, L, A, S, DK, SF, GR	54	61	White Lion	Mane Attraction - Atlantic	D, CH, S, DK, SF	88	94	Modestia Aparte	Historias Sin Importancia - PolyGram	E
21	17	Phil Collins	Serious Hits...Live! - Virgin/WEA	UK, F, D, N, L, A, CH, P, DK	55	NE	Michael Bolton	Time, Love & Tenderness - Columbia	N, L, S, DK	89	87	Soundtrack - Tour Of Duty 2	Tour Of Duty - Magnum	NL
22	19	Patrick Bruel	Alors Regarde - RCA	F, B	56	47	Whitney Houston	I'm Your Baby Tonight - Arista	UK, F, D, N, L, E	90	NE	Mylene Farmer	L'Autre - Barclay	B, S
23	20	Soundtrack - Grease	Grease - Polydor	B, N, L, E	57	46	Juan Luis Guerra & 4.40	Djala Que Lleva Cafe - Karen	E	91	88	Frederic Francois	Est-Ce-Que Tu Es Seule Ce Soir - Trema	F, B
24	29	M.C. Hammer	Please Hammer Don't Hurt 'Em - Capitol ●	UK, F, D, N, L, E, P, GR	58	53	Bee Gees	The Very Best Of The Bee Gees - Polydor	UK, D, A, Ir	92	NE	Huey Lewis & The News	Hard At Play -	D, DK
25	21	Inspiral Carpets	The Beast Inside - Solid	UK, Ir	59	64	Roberto Vecchioni	Per Amore Mio - EMI	I	93	90	Roch Voisine	Helene - GM/Ariola	F, B
26	23	Roch Voisine	Double - GM/Ariola	F, B	60	60	Johnny Hallyday	Dans La Chaleur De Bercy - Philips	F	94	RE	Heroes Del Silencio	Senderos De Traicion - EMI	E
27	42	Alison Moyet	Hoodoo - Columbia	UK, N, L, S, DK, Ir	61	45	Carreras/Domingo/Pavarotti	In Concert - Decca	UK, D, DK, GR	95	89	Liane Foly	Reve Orange - Virgin	F
28	27	George Michael	Listen Without Prejudice Vol. 1 - Epic ▲2	UK, F, N, L, Ir	62	65	Running Wild	Blazon Stone - Electrola	D, CH	96	95	New Kids On The Block	Step By Step - Columbia ▲	F, SF
29	24	Mike & The Mechanics	Word Of Mouth - Virgin	UK, D, A, CH, DK, Ir	63	51	M.C. Hammer	Let's Get It Started - Capitol	D, B, GR, Ir	97	85	Renato Zero	Prometeo - Zerolandia	I
30	32	Marco Masini	Malinconia - Ricordi	I	64	63	Michel Sardou	Le Privilege - EMI	F	98	RE	Gipsy Kings	Mosaique - PEM	D, GR
31	22	The Simpsons	The Simpsons Sing The Blues - Geffen	UK, N, L, E, DK, Ir	65	80	Pierangelo Bertoli & Tazenda	Spunta La Luna Dal Monte E I Grandi Successi - Ricordi	I	99	98	Oystein Sunde	40 Beste -	N
32	35	Jimmy Somerville	The Singles Collection 1984/1990 - London ▲	D, B, N, L, CH	66	66	Benny B	L'Album - PLR	F, B	100	99	Eppu Normaali	Paskahatun Paluu - Poko	SF
33	26	Dr. Alban	Hello Afrika - Swemix	D, N, L, A, CH	67	68	Emilio Aragon	Te Huelen Los Pies - CBS	E	UK = United Kingdom, D = Germany, F = France, CH = Switzerland, A = Austria, I = Italy, E = Spain, NL = Holland, B = Belgium, IR = Ireland, S = Sweden, DK = Denmark, N = Norway, SF = Finland, P = Portugal, GR = Greece.				
34	31	Flippers	Liebe Ist... 2 - Bellaphon	D, N, L	68	67	Rick Astley	Free - RCA	D, E, DK	○ = FAST MOVERS NE = NEW ENTRY RE = RE-ENTRY				

BCM Records Update

At presstime, M&M received a document stating that **Samuel Kleinman** of US label **Romance Records** now holds 88.5% of the stock of the German dance label. Also, original founder **Brian Carter** has been let go as MD and Kleinmann has appointed himself to that position.

Taking The Plunge?

Is UK publisher and potential independent national franchise bidder **EMAP** about to take make its first radio acquisition?

Eurovision Winner

In a photo-finish, 24-year old Swedish singer **Carola** won the 36th **Eurovision Song Contest** from French/Tunesian singer



RAVING ABOUT ROGER — Now we know who accounts for some of the international sales in Germany. Roger Whittaker, who has sold over eight million albums and two million singles, has picked up a double platinum award for his German-language record "Ein Glück dass es Discht Gibt". Pictured (l-r): Whittaker, Natalie Whittaker and Intercord GM Herbert Kollisch.

Amina. It marks the third time that Sweden has topped the bill, following **ABBA** in 1974 and **Herrey's** in 1984. Carola's song, *Fångad Av En Stormvind*, is released by the independent **Rival** label that is distributed nationally by **BMG Record Service**. Amina's *Le Dernier Qui A Parlé*—commercially and artistically the festival's winning song—is a European release by **Phonogram France**, taken from the album *Yalil*.

World EMI Post For van Kuieren

Hennie van Kuieren, marketing director of Dutch **EMI Bovema**, has been appointed as the new marketing director of international repertoire for continental Europe at London-based **EMI Records Worldwide**. He succeeds **Gilbert Ohayon**, who became MD of **EMI France** as of April 1. Kuieren, who will start as of June 1, will report to **EMI Music** continental European sector MD **Alexis Rotelli**.

UK Chart Dies

The proposed National Recall Chart (see M&M March 9) appears to have sunk without trace. The Eastbourne address and phone number is no longer being used and there is no forwarding address. **Kerry Juby** says he is "no longer involved in the project. I don't know what is happening with it."

FNAC Shake-up

Important changes have taken place at French retail chain **FNAC**. **GM Philippe Mondan** and deputy **GM Michel Siat** have left the company. One report said Mondan and Siat were against FNAC's new megastore in Paris Place des Terres, an investment they thought unwise in the current business environment.

Happy 60th RFI!

Happy birthday to **Radio France International**, which celebrates its 60th anniversary on May 6. Born in 1931, the net has grown from a short wave station broadcasting to French people living in the colonies to become one of the leading world

services programming in 14 different languages.

Free Offer!

At last good news for UK independent national license bidders. **Industrial Acoustics Company** in Staines is offering a free one-day consultancy to all "serious" applicants. Studio division manager **Ian Rich** is concerned that the deregulation of acoustic standards under the Broadcasting Act could mean that broadcasters may cut back on acoustic design.

Music Collection Add

UK mid-price reissue company **Music Collection International**, which was launched two months ago with 16 releases, is adding 14 titles to its catalogue in a bid to strengthen its position in the budget-price market. Releases on the **Music Club** label feature an eclectic range of pop, rock and soul, including **T. Rex**, **Bobby Womack**, **The Chi-Lites** and **Chuck Berry**, as well as a touch of punk.

SER

(continued from page 1)

SER director **Augusto Delkáder** refused to identify the source of the tape when he appeared before an examining magistrate on May 6. Said Delkáder outside the courtroom, "I took recourse to the right of professional secrecy not because that is in line with the Spanish Constitution, but because I think it is the ethical duty of every journalist to uphold the confidentiality of sources of information."

Delkáder's decision not to disclose the source of the tape was upheld by the examining magistrate and the public prosecutor, whose task it will be to levy charges if the case goes to court. SER has acceded to the magistrate's request to hand over the original recording of the tape.

But senior party figures tried to ignore the political earthquake and turned their attention to SER.

Prime Minister González says,

"What has happened is a very serious event that violates personal privacy." Benegas, who has made a formal complaint to the courts, adds, "It seems to me very serious that a private conversation, through means of espionage, can be broadcast by a radio station in this country."

Three senior SER journalists—director of information **Luis Fernández**, head of national news **Ernesto Estévez** and presenter of the popular "Hoy Por Hoy" programme **Inaki Gabilondo**—were summoned by a judge on April 30 to make statements as witnesses.

But days after the storm erupted, informed opinion was coming down in SER's favour. Spain's prestigious newspaper *El Pais* commented "We think it would have been more immoral to have held back the information of great public interest that the radio station had. That holding back would have been more difficult to justify than the broadcasting of the recor-

dings."

SER insists that the tape was not acquired illegally, that the conversations were recorded by chance and that its veracity was thoroughly checked before Delkáder gave the go-ahead to broadcast.

It is known that Benegas made the phone calls from a car phone while travelling along a highway, but SER has not said how, or by whom, the recording was made. "Cadena SER has never and will never spy on politicians or any citizen," a network statement says. "We will broadcast any news of public interest that does not affect personal privacy. This tape was recorded fortuitously and by a person with no vested interest. It was not ordered by SER and no money was paid."

BBC Radio 1

(continued from page 1)

It's a great opportunity for Radio 1 and for the record companies."

EMI promotion head **Malcolm Hill** says, "Record companies will benefit from the recurrence of tracks at night. I'm not sure that the classics playlist isn't too restrictive. After all, there is an entire [David] **Bowie** back-catalogue to choose from. I like the idea of a re-current LP track featured for a month."

"We have new albums coming up from **Crowded House** and **Bonnie Raitt** and the singles will be hard to work for daytime radio but we will have another opportunity with night-time radio."

Comments **Chrysalis** promo-

tion director **Judd Lander**, "I applaud what Radio 1 is doing. There are acts like **Pat Benatar** and **The Waterboys** who are perfect for the night-time slot, and every record company has acts like that.

"It gives us another outlet to work on which is important because, sad to say, commercial radio doesn't play a quarter of the variety that Radio 1 does."

Says **MCA** head of promotion **Phil Smith**, "There's never enough time to promote albums on Radio 1 during the day. Even with six tracks in a week it's only scratching the surface. So this gives us a new opportunity for crossover acts and singer/songwriters which hopefully can spread over into the daytime."

NRJ/Berlin

(continued from page 1)

tion process, although Radio 2000 will have to pay the Kabelrat's DM15,000 (app. US\$8,800) flat-rate entry fee for its frequency, as well as a DM3,000 application fee.

Radio 2000's main rival in the licence fight was **Neues Radio 100**, backed by "alternative" groups formerly involved in Radio 100 as well as Berlin printing firm **Schmidt & Partner**, and (East) Berlin publisher **Die Andere Basisdruck Verlag**. Other unsuccessful applicants included France's **Europe 1**, Bavarian radio group **Gong**, Saarland regional station **Radio Salve** and national cable/satellite stations **Star*Sat** and **Klassik Radio**.

Explains Kabelrat legal adviser **Ingeborg Ludwig**, "The involvement of Berlin companies and continuity from Radio 100 was a prime consideration for the Kabelrat in awarding the licence to Radio 2000. It decided that unless there was any other outstanding bid from a third group — which there wasn't — it would look first at the two rival bids from Radio 100 members. Only if neither was suitable would it look more closely at the other applications.

"It was important to consider the history of the frequency and the 'alternative' spectrum for which it has been a platform in the past."

At press time, no Radio 2000 or NRJ spokesperson was available for comment.

MCA Line-Up

(continued from page 1)

Other new appointments include **Hans Andersson** (ex-BMG Europe) for Sweden, **Paul Fischli** (ex-Musikvertrieb) for Switzerland and **Marco Cestoni**, a former editor of **Ciao 2001** magazine, for Italy. Earlier this year, **Fred Schröder** and **Jürg Eiben** were

named marketing managers in Holland and Germany, respectively.

Watson says the licensing deal with **BMG** gives MCA a higher degree of flexibility than previously enjoyed with **Warner**. "Now we have our own marketing managers in the key European markets. This gives us greater control over the development of our artists' careers."

MCA will open its first wholly owned company on mainland Europe later this year. Based in Hamburg, the company is headed by **Heinz Canibol** and expected to build a staff of about 20 people.

Says **Watson**, "Our priority for the short-term future is the set-up of the German company. In the long run, our aim is to have a network of MCA companies across Europe."



Gerard Woog



Carlos Irujo



Hans Andersson



Marco Cestoni

MUSIC & MEDIA READER PROFILE

“Music & Media becomes more and more useful to watch the European radio business. This business is moving extremely fast and Music & Media is adapting to the new challenges for radio operators. It is absolutely necessary for me.”

Martin Brisac General Manager Europe 2 France

Martin Brisac, 33 years old, joined Europe 1 after spending six years as a consultant with Arthur Andersen. He was named General Manager for Europe 2 in 1988.

Martin is in charge of developing new radio activities in Europe for Europe 2 Communication, including the company's successful operations in the Soviet Union and Czechoslovakia.



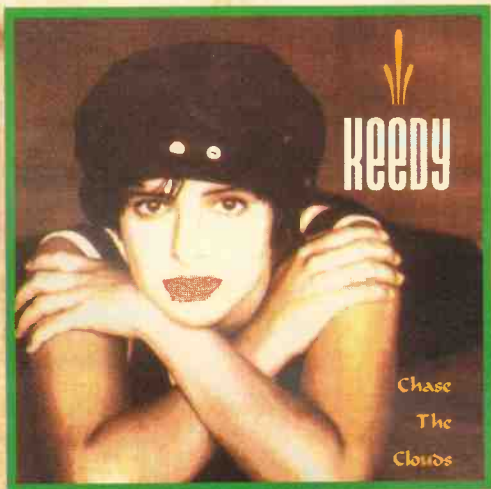
EUROPE 2 reaches 2.2 million people every day, with a 4.8% share of the French radio market, and a 9.0% share of its 25-34 core target market.
Source: Médiamétrie

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KEEDY



compact disc
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album

Chase The Clouds