Important Records

◆ SINGLES—KRYSOL—"I Might Fall In Love With You"—Epic—Turn your lights down low and go all the way with this steamy, down-tempo remix from talented Krystal. Demos: Young Adults, Females.

◆ ALBUMS—PRINCE—Sign "The Times"—Paisley Park/WB—Prince remains at the forefront of contemporary music with this double LP, packed with widely varied, fresh-sounding material, try "U Got The Look" as an LP cut. Demos: All.

◆ CLAUDIA BARRY—Can't You Feel My Heart Beat—Epic—Claudia's quirky, sometimes kooky style gives this cut an instantly recognizable sound. Synths & sexy vocals great for dancers. Demos: Young Adults, Dancers.

◆ Kool Moe Dee—Kool Moe Dee—Jive/RCA—From the latest school of rap comes killer rapper Cool Moe Dee offering street-wise advice along with the freshest beats around. Check out "Go See The Doctor." Demos: Poems.

◆ MESHIA—Climb The Walls—Superstar—This talented trio of female vocalists are busy proving their commercial viability by climbing the charts this week. Demos: Young Adults, Dancers.

◆ MICHAEL STERLING—The Artist—New Records—Written, produced and arranged by the artist himself, this goes a long way to underscore the vitality of the indie scene. "Eternal Sign" & "Fade To Black." Demos: Young Adults.
"WORKIN' UP A SWEAT"

The debut single from the album "Boys' Night Out" by First Circle.

Produced by Randy Muller for The Muller Organization.

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LETTER TO THE PUBLISHER

Dear BRE:

Those of us who frequent awards shows have had our bouts with the selection of winners. One thing we can agree with is that a rose by any other name is still a rose. And by that rule and that rule alone we can accept a station which says they are not urban formatted, be nominated for the category, win, and accept the award. Now I wonder if they'll display the award with others in the lobby???

Anonymous

FROM ALL SIDES

By Lynn Tolliver, Jr.

One other problem I'd like to discuss this week is one that we all share: The decrease in the efficiency of different business entities. For instance, how many times did you have to dial a number before the call went through? How much time have you wasted during your 45 minute lunch break in a fast-food restaurant just waiting to get your order? The list goes on and on...

Remember (in the days before the computer) when mail generally got delivered on time? Remember (before the split of AT&T and the introduction of all the other little “cost-saver” companies), how much fun it used to be to talk on the phone? I'm old enough to recollect these things.

Can you recall the energy that gas station attendants once possessed—and their enthusiasm? Do you remember when a positive attitude once was seen in cashiers, clerks and, banks tellers? Around in the '60s—and long before then—people had pride in their work. In the early '70s, the attitude still existed. But it seems that as time has gone by, much of our initiative has disappeared.

Doesn't it piss you off when something like a long-distance conference call is on, you're discussing strategy and tactics...and the phone goes dead? And by the time the call is reinstated, the momentum is gone.

Is your radio station like that? How about your record company? With all the modern facilities and computers that have been created to make the job “less difficult” and more cost/time efficient, are we really taking advantage of this? Or are we taking things for granted?

It bothers me when people are lazy. It bothers me when incompetent people are place-holding in the way of produc-

tive people. As a proud, black man, I think that the better we do individually, the better it looks collectively. Let's do a better than half-assed job. If we say we are going to do something, let's do it. If we promise something to the audience or commit something to a radio station, let's follow through.

Medicine has improved, technology has been bettered, computers have been updated...so why does people-to-people service have to get worse? We need to re-establish pride in what we're doing. While the computer is putting together the traffic log, can't we file tapes? When the cart machines have been cue- tripped to run three songs, can't we write down what we're going to say so that when we do talk, we won't sound like idiots?

What separates us as radio properties now? If we are playing similar songs and have the same dollar budget as the next guy with a decent promotion and great hooks, it will be the maintenance that sets us miles apart. It's like selling a car, then properly servicing it. When a salesman gets the client to spend money, is it the end of the deal...or do you go back and see how things are going? Is it just a pitch or is there a follow-through and concern?

Are you record companies really doing a marketing job or do you take your airplay for granted? Does the station have enough copies to play? Have you offered the station give-aways? Is the product in the streets, or do you have the airplay and then the stores don't get product until the record is a dead issue? Does the video come out three months after the record is falling down the charts? And what about those time buys?

It's taken a long time to get to where we are now, but it ain't over. It will never be over. Let's down fall into the dol drums that some of the rest of the continent is experiencing. Let's stay a mark above the norm. We must make attempts to be better. Let's be the bricks of the building for the time to come...the pillars that will hold our children up.

Care about what you're doing and be proud. Take advantage of the conveniences that have been put here to make things proficient...and do a better job. the end...
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Conference "87 Chairman

Patrick Manuel
Operations Mgr, KXZZ & vp of YBPC
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1  8  JANET JACKSON, Let's Wait Awhile, A&M
2  1  9  LOOSE ENDS, Slow Down, MCA
3  3  10  HOWARD HEWETT, Stay, Elektra
4  5  12  JETS, You Got It All, MCA
5  6  4  CLUB NOUVEAU, Lean On Me, Warner Brothers
7  7  8  JODY WATLEY, Looking For A New Love, MCA
8  8  9  SHIELA E, Hold Me, Paisley Park/ Warner Brothers
9  8  7  KOOL & THE GANG, Stone Love, PolyGram
10 14  8  STACY LATTISAW, Jump Into My Life, Motown
11 11  8  MIDNIGHT STAR, Engine #9, Solar
12 11  9  MILLIE JACKSON, Love Is A Dangerous Game, live/RCA
13 17  6  MADHOUSE, Six, Paisley Park/Warner Brothers
13  4  9  FREDDIE JACKSON, Have You Ever Loved Somebody, Capitol
14 20  8  JAMES BROWN, How Do You Stop, Scotti Bros./EPA
15 23  7  ONE WAY, You Better Quit, MCA
16 28  5  HERB ALPERT, Keep Your Eyes On Me, A&M
17 22  6  STARPOINT, He Wants My Body, Elektra
18 19 10  PHYLLIS HYMAN, Living All Alone, PIR/Manhattan
19 24  7  MILLIE SCOTT, Ev'ry Little Bit, 4th/Broadway
20 21  8  MEL & KIM, Showing Out, Atlantic
21 25  7  RAINY DAVIS, Low Down So and So, Columbia
22 26  8  BUNNY DEARGE, Save The Best For Me, Motown
23 27  4  GREGORY ABBOTT, I Got The Feeling, Columbia
24 29  7  EXPOSE, Come Go With Me, Arista
25 30  5  THE SYSTEM, Don't Disturb This Groove, Atlantic
26 33  5  LEVERT, Fascination, Atlantic
27 44  2  PRINCE, Sign
28 36  5  FULL FORCE, Old Flames Never Die, Columbia
29 35  4  ARETHA FRANKLIN & G. MICHAELS, A New You, Arista
30 31  6  GENOBIA JETER/ GLENN JONES, Together, RCA
31  4  7  SMOKEY ROBINSON, Just To See Her, Motown
32 34  6  ISAAC HAYES, Got A Thing For You, Columbia
33 39  5  VESTA WILLIAMS, Something About You, A&M
34 10 12  DONNA ALLEN, Serious, 21 Records/Atlantic
35 42  8  COMMODORES, Take It From Me, Polydor/PG
36 58  3  L. VANDROSS/G. HINES, There's Nothing Better..., Epic
37 45  4  LILU THOMAS, Sexy Girl, Capitol
38 38  7  PATI LABELLE, Something Special, MCA
39 52  3  S.O.S. BAND, No Lies, Tabu/CBS
40 43  7  READY FOR THE WORLD, Mary Goes Round, MCA
41 46  4  ATLANTIC STARR, Always, Warner Brothers
42 15  8  BRUCE WILLIS, Respect Yourself, Motown
43 49  3  CHICO DEBARGE, Girl Next Door, Motown
44 51  5  BOBBY BROWN, Girl Next Door, MCA
44 46  9  RUJ'S LATEST ARRIVAL, Hold On, Manhattan
46 13  8  GLADYS KNIGHT & THE PIPS, Send It To Me, MCA
47 56  3  GEORGIO, Sex Appeal, Motown
48 50  7  DANA DANE, Delancy Street, Profile
49 55  5  RUN-D.M.C., It's Tricky, Profile
50 54 14  POINTER SISTERS, All I Know Is..., RCA

51 32 11  MELBA MOORE, Falling, Capitol
52 40 12  RAY, GOODMAN & BROWN, Take It To The Limit, EMI-America
53 16  9  TIMEX SOCIAL CLUB, Thinkin' Bout Ya, Danya/Fantasy
54 41  7  NEW EDITION, Tears On My Pillow, MCA
55 88  2  ANITA BAKER, Same Ole Love, Elektra
56 64  3  KLYMAXX, I'd Still Say Yes, Constellation/MCA
57 74  2  PATRICE RUSHEN, Watch Out, Arista
58 72  3  MIKI HOWARD, Imagination, Atlantic
59 61  7  PHILIP INGRAM/SCHERRIE PAYNE, Incredible, Superstar Int'l
60 66  4  CHERYL LYNN, New Dress, Manhattan
61 68  2  DJ JAZZY JEFF/FRESH PRINCE, The Magnificent..., live/RCA
62 57  8  SANDRA FEVA, Here Now, Catalwa
63 69  3  O'BRYAN, Driving Force, Capitol
64 65  8  SHIRLEY JONES, She Knew About Me, PIR/Manhattan
66 83  2  SURFACE, Happy, Columbia
67 67  5  ASHFORD & SIMPSON, Nobody Walks..., Capitol
68 73  7  BIG AUDIO DYNAMITE, Badrock City, Columbia
69 68 10  LIONEL RICHIE, Ballerina Girl, Motown
70 76  3  JOCelyn BROWN, Ego Maniac, Warner Brothers
71 48  8  FIVE STAR, If I Say Yes, RCA
72 47 10  SYLVESTER, Someone Like You, Warner Brothers
73 77  3  THE COVER GIRLS, Show Me, Fever/Sutra
74 73 17  SHIRLEY MURDOCK, As We Lay, Elektra
75 79  2  BLAKE & HINES, Sherry, Motown
76 75  7  OLIVER CHEATHAM, Celebrate (Deeper Love), Critique
77 53  7  HEAVY D & THE BOYZ, Mr. Big Stuff, MCA
78 78  3  MES'AY, Climbing The Walls, Superstar Int'l
79 59  8  JESSE JOHNSON, She (It Can't Resist), A&M
80 60  4  ORAN "JUICE" JONES, Here I Go Again, Def-Jam Columbia
81 60  5  BILLY VERA & THE BEATERS, At This Moment, Rhino
82 71 10  CAMEO, Candy, Atlanta Artists/PolyGram
83 87  2  CHUCK STANLEY, Day By Day, Def-Jam/Columbia
84 88  8  NAPOLI, Sweet Love, ERM-America
85 81 11  ROSE ROYCE, Doesn't Have To Be This Way, Omni/Atlantic
86 82 12  ARETHA FRANKLIN, Jimmy Lee, Arista
87 77  **  -- CHAKA KHAN, Earth To Mickey, Warner Brothers
88 86  8  GWEN GUTHRIE, (They Long To Be) Close To You, A&M
89 70  8  CLUB NOUVEAU, Situation No. 9, Tommy Boy/WB
90 85  8  MELISSA MORGAN, Deeper Love, Capitol
91 89  8  BOOGIE BOYS, Share My World, Capitol
92 90 10  TEMPTATIONS, To Be Continued, Gordy/Motown
93 91  6  J. BLACKFOOT, U Turn, Edge
94 92 11  EGYPTIAN LOVER, The Lover, Egyptian Empire/Macola
95 93 12  ROBBIE NEVIL, C'est La Vie, Manhattan
96 94 11  LUTHER INGRAM, Baby Don't Go Too Far, Profile
97 95 11  TINA TURNER, Two People, Capitol
98 96 11  JANICE CHRISTIE, Heatstroke, Supertronics
99 97  8  FOCUS, Zero In July, EMI-America
100 98  8  O.C. SMITH, Brenda, Rendezvous
THE INQUIRING PHOTOGRAPHER

Today’s question:
What do you think of Miki Howard’s new single, “Imagination”?

Rick Nuhn—Promotion Manager, Los Angeles:
“It’s not easy remaking a standard like ‘Imagination,’ but Miki Howard has taken this classic to a new level. ‘Imagination’ is without a doubt the classiest record so far this year. It’s the kind of record you can hand to a PD or MD, and know you’re giving them a great song. I believe in ‘Imagination!’”

Ornetta Barber—Director of Black Music Marketing, WEA:
“Don’t miss out on this outstanding artist. Her talent is undeniable, and it’s just a matter of time before the world knows who Miki Howard is. With the release of the second single, ‘Imagination,’ stardom for Miki Howard is just around the corner!”

Lynne Poole—Promotion Manager, Cleveland:
“A record like Miki Howard’s is a pleasure to work. It’s powerful and sensitive at the same time. She has a dynamic voice, and already the initial response to her new single, ‘Imagination,’ is phenomenal. This one is a real winner!”

Jeanne Irby White—Northeast Regional Marketing Manager, Black Music Marketing, WEA:
“Miki Howard’s first single has given her a great radio and retail base to build on. LP sales will reach new heights with the release of ‘Imagination’.”

Tim Alston—Singles Specialist, WEA: “Miki Howard is going to be a major artist in every way, and a great single like ‘Imagination’ proves it. When you hear her phrasing and the electricity of her performance, you know she’s a unique talent.”

Delores Carr Manigo—Promotion Manager, Carolinas: “I don’t think just anyone can sing this song now. Miki Howard’s incredible new recording sets such a high standard, that, except for a small handful of major stars, no one should even dream of trying it. This record works itself.”

THERE YOU HAVE IT—PROMOTION AND MARKETING’S CHOICE!

“Imagination” (7-69284) is from Miki Howard’s album, Come Share My Love (81688).

ON ATLANTIC RECORDS, CASSETTES, AND NOW ON COMPACT DISC

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LUTHER VANDROSS
GREGORY HINES
AN EPIC DUO HITS THE CHARTS

By Hedi Butler

What happens when the premier pop-soul balladeer of the 80's teams up on vinyl with a super hot dancer-singer-actor? If the two artists in question are Luther Vandross and Gregory Hines, the answer is a sensational collaboration which may well yield the third number-one single from Luther Vandross' multiplatinum Epic LP, *Give Me The Reason*, following the title cut and recent hit "Stop To Love."

The silky, sensuous Vandross/Hines duet, "There's Nothing Better Than Love," was a pleasant surprise for the industry. But it reflected the same unerring instinct for vocal blending and material that catapulted his earlier outings with Dionne Warwick ("How Many Times Can We Say Goodbye") and earlier, Cheryl Lynn ("If This World Were Mine") onto the charts.

Whatever its ultimate success, the choice of Gregory Hines—better known for his outstanding talent as a dancer and more recently, a hot property on the screen ("Cotton Club," "White Nights," and "Running Scared")—was viewed by many as a curious one. So how did the duo evolve?

According to Daniel Markus of New York-based Alive Enterprises, Vandross' longtime personal manager, there is no real mystery. "Luther just happened to see Gregory performing on 'Saturday Night Live' and called him up," Markus told BRE. And when Luther asks to record and produce a dancer-actor, "singer" instantly becomes a credible part of one's hyphenate talents.

The Vandross/Hines chemistry in the studio resulted not only in their well-received rendition of "There's Nothing Better Than Love"—co-penned by Vandross as were all but one of the nine songs on *Reason*—but heralds a continuing creative association as well.

In addition to the video of the fast-charting ballad which is now being filmed, Vandross will begin production immediately on an upcoming Hines LP on Epic. The project, eagerly anticipated by both, was delayed until their extensive concert, recording and film commitments were fulfilled.

Looking back over the careers of these two entertainment giants, there are more parallels than are initially apparent. While Luther was honing his chops on the piano at the age of three, encouraged by his highly musical family, young Gregory was a dancing sensation, performing with his brother Maurice, and father on stage and television as "Hines, Hines and Dad."

Continued on page 10
ARISTA MAKES R&B PROMO APPOINTMENTS

New York: Vaughn Thomas, national director, R&B promotion, has announced the appointment of Cecilia Whitmore to the position of district manager, R&B promotion. She will be responsible for R&B promotion in Michigan, Ohio, Louisville, Indianapolis and Pittsburgh.

Whitmore previously held the position of MD at WJLB/Detroit.

Thomas, also announced the appointment of Kenneth Wilsoon to the position of West coast district manager, R&B promotion. He will be responsible for R&B promotion in California, Colorado, Arizona, and Seattle. Wilson formerly worked with DRK Productions, Inc. as well as independent on Anita Baker and Bobby Womack.

WARNER BROS. SUES KIIS OVER PRINCE SINGLE

Los Angeles: Warner Brothers is threatening to file a law suit against local pop radio station KIIS-AM & FM because of the station’s pre-release of the new Prince single “Sign O’ the Times.” The station has refused to name the source of the leak, but received the record on Feb. 17th and put it on the air at 8:50 p.m. Warner Brothers subsequently received angry phone calls from other local radio stations over what they misconstrued as “preferential treatment.”

PD Steve Rivers defended the station’s actions, saying that it had only done “what any other radio station in America” would have done. “We got access to a hot single,” he said, “and put it right on the air. We didn’t do anything illegal.” The only thing keeping the record label from filing an immediate halt-and-desist action was the late hour when the single was played. The label’s local staff did manage to deliver copies around the market later that night.

“Sign O’ the Times” was also leaked early on WQHT/New York and WBLB responded by pulling 12 out of 15 Warner Bros. records off the air in protest.

NAB ANNOUNCES PROMO CONTEST WINNERS

Washington: February 23—The National Association of Broadcasters Radio Department has announced the winners of the Best of the Best Promotion Contest. They are KBPI-FM, Denver, CO (large market), WJLQ-FM, Pensacola, FL (medium market), Marion, OH (small market).

Formerly sponsored by the National Radio broadcasters Association, the March 13, 1987 contest invites radio stations to submit their single best promotion of the year. Any type of promotion is eligible for consideration, and one winner in each small, medium and large market category is chosen. The three winning stations each receive $500, an honorary plaque and a free registration to the annual NAB convention March 28-31 at the Dallas Convention Center. The winning promotions were:

“Show Us Your BPI,” KBPI-FM. The station hung a 400 foot by 200 foot banner of the KBPI bumper sticker from the side of Denver’s Mile High Stadium; “Mystery Man in White,” WJLQ-FM. The station’s new morning man/program director J.D. North wore a white tuxedo and traveled around the community anonymously paying lunch tabs, grocery and gas bills, etc. Newspaper, television and wire service covered the “mystery man” and the station revealed his identity two weeks after the media publicity.

“Body Badge,” WDIF-FM. At a local summer festival the station distributed several thousand stickers with color-coded, partial combinations of its call letters. If two people wearing badges that made a complete combination found each other, they won prizes and qualified for a grand prize drawing for a $1,000 shopping spree. Promotion got massive public response and involved sponsors in the drawing.

MANHATTAN/EMI-AMERICA EXPANDS BLACK PROMO STAFF

New York: Manhattan/EMI-America has announced three additions to their combined promotion staff. Billy contest invites radio stations to submit their single best promotion of the year. Any type of promotion is eligible for consideration, and one winner in each small, medium and large market category is chosen. The three winning stations each receive $500, an honorary plaque and a free registration to the annual NAB convention March 28-31 at the Dallas Convention Center. The winning promotions were:

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MUSIC VIDEO GOES TO THE STREETS
By Michael Martinez

With an eye on taking the music video out of the category of being merely a tool used by record companies to promote the sale of pre-recorded music, many record companies are taking steps to make the music vidclip a promotable, sellable, high-tech item in the home video marketplace.

Two factors in particular would seem to buttress this contention—the recent announcement by WEA that it would join CBS/Fox Video, Zenith Electronics and Bose Corp. in a three-week, joint promotion with MTV and the recently announced plans by many labels to launch a line of CD music videos to be sold to consumers as a home item.

In both instances, the successful campaign by CD hardware and software manufacturers to educate the public to new technologies and new products was cited as the impetus to aggressively deploy marketing campaigns to promote the music video as a home entertainment product. This vigorous industry move has been rumored by several industry insiders who said, that, because of the escalating costs to produce videos, record companies would have to find a more thorough means of recouping such expenditures outside of record sales.

The WEA, CBS/Fox, Zenith, Bose promotion, which debuts March 15th on MTV, involved a random drawing of 100 contest winners, who will receive packages consisting of a Zenith HiFi VCR, a pair of Bose Video RoomMate speakers, and a library of 50 select music video titles from WEA and CBS/Fox.

One fortunate winner will receive a grand prize. An MTV crew will personally go to the winner's home and install the new video/audio equipment while throwing down with a party hosted by Elektra/Asylum recording star Howard Jones, which will be broadcast on MTV.

Special point-of-purchase display kits at retail and in-store display are being developed for the campaign to support frequent tagging on MTV.

Of the quality and appeal of the HiFi VCR and software, Alan Perper, WEA's director of product marketing, said: "Viewing a music video on a HiFi VCR is the closest thing to attending a live performance. The public now has the opportunity to transform their homes into concert halls."

In terms of the CD video, PolyGram International chairman/chief executive officer Ian Timmer recently announced that most major record companies have joined PolyGram in planning a fall release of five inch CD videos that will have the capacity to hold both vidclips and audio tracks.

Among the labels are A&M, Capitol, EMI America, Manhattan and Angel (CEMA), Chrysalis, Island, MCA RCA/ Ariola, Virgin and the Warner Communications, Inc. Record Group. CBS Record Group is also taking a look at their involvement in the new medium.

Most of the companies would be licensing music video titles to PolyGram, although Timmer told reporters at the recent NARM Convention that he was opposed to licensing music video titles and would prefer that record labels manufacture and distribute their own CD videos, although PolyGram parent company, Philips, has agreed to do the mastering for software companies until the kinks are worked out in the process.

By the fall, PolyGram, under the direction of Guenter Hensler, president of PolyGram Classics and head of the company's American CD video campaign, plans to make available at least 250 CD video singles, 70 of which will be supplied by PolyGram.

The fall launch coincides with the expected availability of the CD video players from hardware manufacturers.

For the record companies, the prospect of selling video music to the home market could indeed be—ba—bing—golden.

FEATURE

T

hrough the years, each would go on to carve out a unique niche for himself. Vandross' meteoric rise from unknown composer to Broadway production of the "Wiz." Coincidentally, Gregory Hines danced his way from several Broadway stages onto the movie screen, with each stop taking him closer to becoming a total entertainer in the Sammy Davis tradition.

That Vandross has conquered the black pop music market is proven by the success of all of his LPs, ranging from his debut Never Too Much to current chart-topper, Give Me The Reason (an LP that also reflects significant crossover sales). While Vandross has been one of the few artists to sell LPs consistently at the platinum level with a largely black following, a movie tie-in ("Ruthless People") with the title cut of that film and the crossover appeal of the second single, "Stop For Love," confirmed this phenomenon. Further evidence of his popularity is seen in his "Stop To Love" video which is in the top five (specifically #3) on the VH-1 Countdown.

Despite his disappointing loss to soul icon James Brown in the recent Grammy Awards derby, 1987 finds Luther Vandross at an enviable professional peak. He has realized more of his ambitions than most even remotely envision, and while it's difficult to envision Vandross as having ever considered any other career options, his manager Daniel Markus intimated that he has a very professional flair for interior design. The elaborate sets on "The Night I Fell in Love Tour" were all personally designed by the singer himself.

Vandross' well publicized admiration and affinity for female singers—namely Aretha Franklin, Dionne Warwick and Diana Ross—has deeply influenced his own musical approach. Working with these legendary divas was the stuff his dreams were made of as he was growing up in New York City. Now having produced hugely successful LPs for Warwick and Franklin, his current work on a track for an upcoming Diana Ross LP brings his "diva trilogy" full circle.

And with female vocalists once again dominating musical charts and tastes, does Luther have any current favorites among the contemporary crop? Again, Markus reveals that Whitney Houston is a standout. "They're great friends," he said. "Luther worked with her mother, Cissy Houston, so he's known her for a very long time. There's a lot of mutual respect there and it's quite possible that they'll work on a project together in the future."

With his sleek new image, a fifth platinum LP under his belt, and newly successful collaboration with Gregory Hines, for Luther Vandross, there's nothing better than now.

Continued from page 8
BRE-FLICKS

PENTHOUSE RAPPERS

Profile's Run-D.M.C.are pictured recording :30 and :60 radio spots to promote the April issue of Penthouse Magazine (which features an interview with the group). (L-r): Darryl McDaniels, Jason Mizell and Joe Simmons.

CLARKE'S CREW

Epic's Stanley Clarke played NYC's Town Hall in support of his Hideaway LP. He's shown backstage (2nd, l) with label staffers Dan Beck, vp product dev.; La'Verne Perry, assoc. dir. publicity/East Coast; and Eliot Hubbard, vp press & public info.

A PICKY TRIO

Westwood One Radio Networks and Wild Irish Rose are sponsoring a contest to pick listeners' favorite black/urban artists. Linda Leilani Brown (Miss Rose '87) is shown with ad exec Mark Ordover (l) and Norman Pattiz (r) chairman of Westwood One Inc.

MEET THE PRESS

Manhattan Records recording group R.J.'s Latest Arrival enjoyed a press luncheon in their honor recently. Shown with media folk are the group's Paul Monroe (2nd, l), DeDe (5th, l) and R.J. (2nd, r), along with Sari Becker (r), nat'l dir. press & publicity.

THE SWEET SMELL OF SUCCESS

Seen in NYC launching her new fragrance, "Dionne," is Dionne Warwick (2nd, l) with Arista staffs: Tony Anderson, vp R&B promo; Abbey Konowitch, vp video & artist dev.; Donnie Lennon, sr. vp marketing & promo; and Jim Cawley, vp sales.

COSBY THE COMPOSER

Bill Cosby (c) is pictured receiving an award from BMI for composing the theme song to "The Cosby Show." Seen with him are the song's co-writer Stu Gardner (l) and Stanley Catron (r) BMI vp performing rights, NY.

March 13, 1987

BLACK RADIO EXCLUSIVE
WQIC NEW URBAN FM
On or about March 15th WQIC will become Meridian’s first and only urban contemporary FM station.
The station will be on 103.1 and has dual city identification—Marion-Meridian, Mississippi. WQIC has served this market for 29 years. The call letters and urban format will be switched to the FM and AM station will be reprogrammed to adult contemporary.
WQIC is in the process of installing compact disc players and any music sent on CD’s will be appreciated.

BROWN’S FEVER
Power 108-FM’s Jeff Foxx, Brenda Love, and Calvin Hicks have caught Brown’s fever, resulting in a new recording titled “Ain’t Nobody Like The Cleveland Browns.” The song as penned by Power 108’s morning man Jeff Foxx and recorded at On-Sound Recording Studio in Lakewood. Power 108’s MD, Calvin Hicks said, “The song actually projects the enthusiasm and true feeling of experiencing a Browns’ victory!” Other local talent included in the project are Gerald Mims, Kevin Biase, Steve Suber, Chris Jones, and recording engineer Van Pauloudis.
Currently the song is featured exclusively on Power 108-FM, however details are being worked out for pressing the record.

FORMAT CHANGES
WKIE Richmond, VA, is changing its format as of 3/1/87. It will be a combination of rap, go-go and dance-oriented music. Donny Dean was the station’s PD.
As of March 16th, WDJB, Windsor, NC will go Satellite with the Heart and Soul format. By the way, that’s not the only thing that has changed!!!

MUSICAL CHAIRS
Word has it that E. Rodney Jones, PD at WTKL, Baton Rouge, LA departed the station a few days ago. At press time, no replacement was named. More to come!!!

NEED SERVICE
WIGO, Atlanta, GA. needs service from all gospel record companies. Send to the attention of:
Kevin Brown, PD
WIGO
1422 W. Peachtree
Atlanta, GA. 30309
(404)892-8000
WVST/Virginia State University needs service from all record companies (including jazz). Please contact:
Cathis Hall
P.O. Box 10
Petersburg, VA 23803
(804)520-5559
WASC/Spartanburg, SC needs service from Arista and Warner Bros. ASAP to:
Lou Broadus
P.O. Box 1422
Spartanburg, SC 29304
(803)585-1530
WTOY/Roanoke, VA needs service from gospel, jazz, reggae and crossover labels. Please contact:
Stan Tompkins
P.O. Box 6158
Roanoke, VA 24017
(703)343-5545
SEEKING
Terry Kimmons is seeking air shift. Has three years experience and was formerly with WDIA, Memphis, TN. Tape and resume available upon request. Excellent production skills. Please contact (901)942-3431.

And WLUM PD Bernie Miller is seen again presenting “Who’s Keeping You Hot?” contest winner Hettie White (!) two tickets to Las Vegas!

BRE welcomes Byron Pitts WVBM-FM, Panama City, Florida. Byron’s banner was last flown at WIGO Atlanta, GA where he was known for his flair as a dynamic programmer. Time has relocated Mr. Pitts on the Gulf of Mexico at Panama City. We at BRE wish you well in your new position.

WBA heavyweight champ James “Bonecrusher” Smith (!) is shown with Capitol’s Melba Moore (c) and D-103/Fayetteville, NC station mgr. Gilbert Baez (r) during a recent awards presentation at Fayetteville State University.

BLACK RADIO EXCLUSIVE
March 13, 1987
INNER CITY’S DAVID LAMPELL

By Maurice Singleton III

Are black-formatted stations fulfilling their obligations? BRE went to the nation's leading black-owned broadcast group, Inner City, and spoke with the senior vice president of news and public affairs, David Lampell.

BRE: Now that deregulation is in effect, what are stations doing as far as serving the public's interest?

DL: Since the deregulation policies of the FCC, a lot of broadcasters have become narrowcasters. They say to themselves, we have listeners who don’t like to hear news and information, so let’s cut back. This so-called genius PD says it’s not “general market” to air something if it’s not required.

By lowering themselves to this unjustifiable degree, they are serving the narrowest audience and are therefore called narrowcasters. Look at the facts. They are depriving our people of the very information that we are worthy of hearing.

BRE: So you’re saying that it is their duty to inform their audience of various matters of importance…even if their listeners would rather not hear that?

DL: Exactly. Look at the very first amendment of the constitution. It states that the media is protected (in the area of) freedom of speech and freedom of the press. This was dictated years ago because the founding fathers of this country anticipated media’s special role in this society. And that role would involve talking about things that people didn’t want to hear.

BRE: Would you rather give up revenue than go with the “general market”?

DL: There have been times when one of our facilities had to flip the bill of another. But a station doesn’t have to go that far. What I’m saying to you is that there are many of us (broadcasters) who have survived and survived well. Not by projecting to the lowest common denominator of our people, but by lifting them up and taking them somewhere.

BRE: Suppose a PD wanted to add a constant flow of news and public affairs throughout the day. How does the PD explain this to the owner?

DL: There is nothing to explain. As long as the information is put into a style that is acceptable to the listener, there shouldn’t be any repercussions. Remember, it is the owner who holds the license and it states on the license that he must serve the public’s interest. If he cannot or will not allow it to be done, he should surrender the very license (license) that he holds.

BRE: What about the competition that continues to bang out the hits?

DL: You’ve got to realize that no station will stand totally naked without doing any news and public affairs, because they just couldn’t get away with it. PD’s have a responsibility to not just cut each other’s throats, but to contribute something to the community.

BRE: So how do you explain public affairs being presented by most radio stations at 6 a.m. Sunday morning?

DL: In New York we have attempted to answer that in a variety of ways. One is by having public affairs in prime time/all-the-time on our AM stations. And on FM we have campaigns waged against teenage pregnancy, illiteracy and drug abuse. We have developed a variety of ways in which we can enhance the community along with that Sunday morning public affairs program.

Another way Inner City contributes is by donating 3% of our annual revenue to various organizations.

BRE: How does one pay tribute to black culture on the air?

Processed by LAMPELL

STOWE MOVES TO WFXR

By Carolyn Plummer Riley

After a brief four and a half month stay as PD at WBLX in Mobile, Alabama, Alvin Stowe has relocated to Charleston, S.C. to assume programming duties with WFXR 101.7FM. The station was recently purchased by Coastal Broadcasting, and Stowe says plans are already underway for the transition from its present AOR format to Urban.

There’s nothing like putting together a new station. This is the third time I’ve had this opportunity, and it’ll be the most exciting and most challenging one yet,” Stowe said. He has previously served as VP/Operations Mgr. at WDUR and WFXC in Durham, N.C. WFXC, under Stowe’s leadership made history in the Raleigh-Durham market by becoming the first urban station ever to reach number one (which they accomplished in the Spring ’86 Arbitron ratings.)

Regarding his sudden departure from WBLX Stowe says, “My relationship with the management and staff there was great, which made my decision to leave somewhat difficult. The position here in Charleston is unique in that there’s part ownership tied in to my agreement. It also puts me back together with GM Rich Glover, and we worked extremely well together for nearly seven years at WDUR and WFXC.”

The format change, including new call letters for the station, will take place in the near future. “The actual day of the switch is a secret, but I can say we’ll be quite active in the spring ratings period,” says Stowe. The station is requesting service from all record labels, and interested announcers can submit tapes and resumes to 60 Markfield Drive, Suite 4, Charleston, S.C. 29407. NO PHONE CALLS WILL BE ACCEPTED.

March 13, 1987

BLACK RADIO EXCLUSIVE
Unless a radio station is the only one in town and there is just no competition, sooner or later it will become necessary to advertise. Assuming there is competition, doing effective and appropriate advertising requires careful study if the desired results are to be obtained.

Everywhere you turn there is advertising. Advertising on television, radio, newspapers, magazines, billboards, buses, taxi cabs etc. For all of the abundance, much of the advertising is not good. “Good” advertising must adhere to certain principles.

Here are ten do's and don'ts:

1. Advertise frequently and extensively enough. Too little “reach and frequency” to your campaign is a waste of money.

2. Avoid trying to do too much on a limited budget. For example, if your budget only allows for two-color art work, don’t do four-color work and then have to cut back on your showing.

3. Avoid copying other advertising without having first studied and analyzed it. It may only work for you after being modified... or it may not work for you at all.

4. Be creative but not overly creative. Advertisers sometimes lose sight of the fact that the first priority in advertising is to convey the message not to win awards for creativity.

5. Concentrate the advertising on the listener, viewer, reader. Focus on those things that interest them.

6. Sell first, entertain second. Advertising that is first and foremost entertaining may not make the grade in selling the product.

7. Do not make fun of the prospect. Advertising that depicts the prospect as jerks or buffoons will certainly fail in identifying with them.

8. Capitalize on the inherent nature of the product... those things that are special about your radio station and worthy of notice.

9. Avoid too much emphasis on the competition. Today’s advertising allows for comparisons between stations, but this should not be overdone.

10. Don’t believe that advertising is more powerful than it is. Advertising is powerful, but it won’t compensate for a bad product. Make certain the product is competitive before advertising it.

The National Association of Black Owned Broadcasters (NABOB) will be holding their 11th Annual Spring Broadcast Management Conference at the Inter-Continental Hotel in New Orleans. It is scheduled for March 12th through March 15th.

The topics set for discussion include: Future ownership of telecommunication properties by Black Americans and other Minorities, the Distress Sale Policy, ways of bringing more national advertising dollars to Black radio, etc.

NABOB will also focus on its recently undertaken campaign for dealing with what it calls “the music industry’s lack of recognition and respect for the important role that Black radio plays regarding their bottom lines.”

The National Association of Black Owned Broadcasters will also hold their third annual Communications Awards Dinner April 16th at the Sheraton Washington Hotel in Washington, D.C.

The dinner is being held as a fund raiser and to acknowledge “individuals whose efforts have helped to advance the cause of minorities in the broadcast industry.”

For more information, concerning both events, contact James Winston at (202)463-8970.

RADIO AND COMPUTERS
Increasingly, computers are being used in the radio industry to help us with our day-to-day tasks, while boosting our productivity.

We use computers for budgets, spreadsheets, billing, traffic, word processing, research, music management, payroll, personnel, telecommunications and much more. Some who use computers LOVE them, while others use computers only because it goes with the job. Then there are those who refuse to go near computers, fearing that they are too difficult to learn or are there only to take their jobs.

Like them or not, computers are here to stay and are an integral part of business and commerce. Admittedly, computers are expensive, and those stations on small budgets might think them cost prohibitive. However, in an industry that thrives on immediacy (“...we need it yesterday”), redundancy (“...you mean I have to update this list every week?”), and volumes of information (playlists, copy, mailing lists, clocks, memos, instructions, advertisers, prospects, etc., etc.), the computer pays for itself in the sheer number of tasks it can perform accurately in a short amount of time.

“I DIDN'T KNOW YOU COULD DO THAT WITH A COMPUTER”, a new book by Dan Gutman, details a number of interesting and even enjoyable things that computers can be used for. With a computer you can do the following: Learn to speed-read Analyze your personality Fix your car Make your own music videos Write your own will Save on your electric bill Manage your household Learn a foreign language Chart your horoscope Learn how to mix a drink Manage your career Learn to fly a plane Learn to type Prepare your income taxes Gamble Hypnotize yourself Make out a budget Find out what illnesses you may have Take an IQ test Explore your sexuality Play video games Study the Bible Track your baby's development Prepare gourmet meals Prepare for the S.A.T. Remote control your home Write a book Publish your own newspaper Play the stock market Calculate your biorythms Compose and play music Do your banking Go shopping Etc.

The point is that computers need not be intimidating, they can actually be fun, as well as a valuable assest to your radio station. Computers are merely devices for processing information — handling, sorting and storing vast amounts of facts and figures (any kind of facts and figures) — QUICKLY! Most of America's top radio stations are utilizing computers in a variety of ways and for a variety of tasks. Why stations use computers, how they use computers, what brands they use, what software they use, what's new in hardware, and what's new in software... coming soon.
What Do These People Know That You Don't???

'87

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WLFM 90.9

WPAL

WYN & N

Andrew Haley
P.O. Box 141
Florence, SC 29502
803-662-6364

WPAL
Don Kendrick
P.O. Box 1099
Charlotte, NC 28217
803-763-6330

PUBLIC. SIGN 'O THE TIMES

WLFM
Bob Brown
Route 2 Box 69
Hershey, PA 17033
301-558-2977

LUTHER INGRAM, DON'T

WQMG
Renee Prag, Bobby Krout
P.O. Box 14702
Greensboro, NC 27405
919-277-3333

A GAP BAND, ZEBRA
PRINCE, Sign 'O The Times
MADHOUSE, SIX

WRSV
Jeff Kenny
P.O. Box 2766
Raleigh, NC 27610
919-442-9776

PUBLIC. SIGN 'O THE TIMES

WHSN

919-755-4847

WRLC
Ralph Muhammad
1100 South Church Street
Raleigh, NC 27611
919-742-0993

A PRINCE, SIGN 'O THE TIMES

WRLX

919-791-5995

EAT, PRINCE, WATCH
ADOLF HAMMOND, LISTEN

WEAL

919-722-5121

A PRINCE, SIGN 'O THE TIMES

WEAL 102.3 STEREO

Curtis Kelly
P.O. Box 6014
Goldsboro, NC 27534
919-734-4213

PATTI LABELLE, SOMETHING

WORK

919-734-4213

A PRINCE, SIGN 'O THE TIMES

WORK

919-734-4213

A PRINCE, SIGN 'O THE TIMES

Worc

919-734-4213

A PRINCE, SIGN 'O THE TIMES

Worc

919-734-4213

A PRINCE, SIGN 'O THE TIMES
KilZam
Bill St. John
Kileen, Texas 76540
Kileen TX 76540
817-699-5000

A INTERJON'S, TOGETHER
A PRINCE, SIGN-O-THE-TIMES
A ANITA BAKER, SAME
A MASON, DOUBLE
A O'BRYAN, DRIVING FORCE
A RUN DMC, IT'S TRICKY
A BEAU WILLLS, BECAUSE

K-JAM
105 FM
Scott Taylor
Tustin 109-E Expressway 83
Mission TX 78572
512-338-2151

A CHICO DEBARGE, GIRL
A PRINCE, SIGN-O-THE-TIMES
A BABY FACE LOVERS
A SMOKY ROBINSON, JUST
A DARRYL LATTIMORE, JUMP
A BRUCE WILLS, RESPECT

KJCB
Tyronne Davis
101 FM
Lafayette LA 70501
318-233-4262

A PATRICE BUSHEN, WATCH
A PRINCE, SIGN-O-THE-TIMES
A SURFACE, HAPPY
A TRUF "**" SO

KKDA
Mike Spears
P.O. Box 860
Granbury TX 76049
214-263-9911

A VANDROSS/HINES, THERE'S
A GRANDMASTER FLASH, YOU
A MELBA MOORE, ITS
A EGYPTIAN LOVER, FREAKAHOLIC

KOKY
George Freus
P.O. Box 2256
Little Rock AR 72201
501-661-0150

A FRANKLIN/MICHAELS, I
A HENNY TRAFFIC, THERE
A O'BRYAN, DRIVING
A MIKE HOLLAND, IMAGINATION
A LEON HAWWOOD, SPELLBOUND

KZED
JL Williams
P.O. Box 4249
Tyler TX 75712
214-593-1744

A GREGORY ABBOTT, I GOT
A PRINCE, SIGN-O-THE-TIMES
A LEON HAWWOOD, SPELLBOUND
A CHICO DEBARGE, THE GIRL
A TRINEER, THEY'RE
A GRANDMASTER FLASH, YOU
A JACKSONS, TIME OUT
A NAJEE, FEELS SO
A JAZZY JEM, MAGNIFICENT

Koka
Michael Hightower
1623 A East Apache
Julia OK 74106
918-428-4451

A POINTER SISTERS, ALL
A COVER GIRLS, SHOW ME
A CHERYL LYNN, NEW
A MESCHY, CLIMB THE
A SURFACE, HAPPY
A PRINCE, SIGN-O-THE-TIMES
A GEORGE HAWWARD, SWEETEST
A CHAKA KHAN, EARTH TO
A KOPPER, SPEAKING
A BEAU WILLLS, BECAUSE

kyok
Steve Hogwood
8001 La Branch
Houston TX 77004
713-526-7131

A SUGAR BABES, WE
A SUGAR BABES, INSPECTOR, GIRL
A EL DEBARGE, STARLIGHT
A BLAKE HINES, SHERRY
A SOS BAND, NO LIE
A FIRST CLASS, WORKING
A VANDROSS/HINES, THERE'S
A SPOONIE G., TAKE

WACR
Cathy Jackson
P.O. Box 1078
Columbus MS 39701
601-328-1050

A ANITA BAKER, SAME
A BOBBY BROWN, GIRLFRIEND
A ROSIE GAYNES, CRAZY
A MICHAEL STERLING, CHEATING HILL, DELIGHT
A GEORGE HAWWARD, SWEETEST

WQIS
Kaye Barnes
P.O. Box 4426
Greenville MS 38701
601-335-9264

A PATRICE BUSHEN, WATCH
A SMOKY ROBINSON, JUST
A RONNIE PERKINS, RUDE
A EARL KLUJG, JUST
A KRISTY, I MIGHT
A JUICE, ONE TO
A KENNY G., SONGRIDER
A ROSE ROYCE, LONELY
A TRINEER, THEY'RE

WXW
Kaye Barnes
P.O. Box 4426
Greenville MS 38701
601-335-9264

A PATRICE BUSHEN, WATCH
A SMOKY ROBINSON, JUST
A RONNIE PERKINS, RUDE
A EARL KLUJG, JUST
A KRISTY, I MIGHT
A JUICE, ONE TO
A KENNY G., SONGRIDER
A ROSE ROYCE, LONELY
A TRINEER, THEY'RE

WKXO
Keyko Cervantes
P.O. Box 1789
Pancakeville KY 40472
606-475-4108

A BUNNY DEBARGE, SAVE
A MEL & KIM, SHOWING
A MEL & KIM, SHOWING
A MIKE & MARY, IMAGINATION
A MIKE HOLLAND, IMAGINATION
A LEON HAWWOOD, SPELLBOUND

WKXI
Tommy Marshall
P.O. Box 9445
Jackson MS 39206
601-957-1300

A MEL & KIM, SHOWING
A MIKE & MARY, IMAGINATION
A MIKE HOLLAND, IMAGINATION
A LEON HAWWOOD, SPELLBOUND
A MILO & KIM, SHOWING

WQX
Fred Spence
P.O. Box 719
Cumberland MS 39092
601-863-3626

A KELLYAXSS, TD
A PRINCE, SIGN-O-THE-TIMES
A D-TRAIN, OH HOW
A MASON, DOUBLE
A BOBBY MCCRARY, YOU
A MESCHY, CLIMB THE
A SPOONIE G., TAKE

WGIC
Lary Carr
P.O. Box 5333
Montclair NJ 07042
201-693-4851

A PRINCE, SIGN-O-THE-TIMES
A GREGORY ABBOTT, I GOT
A SMOKY ROBINSON, JUST
A TOTO, WITHOUT YOUR
A SMOKY ROBINSON, JUST

WGQ
Rob Neal
P.O. Box 60475
Laision Rouge LA 70896
504-927-7060

A FREEZER

WYLM-FM
Del Spencer
P.O. Box 719
New Orleans LA 70119
504-822-1945

A D-TRAIN, OH
A PRINCE, SIGN-O-THE-TIMES
A GEORGEO, SEX APPEAL
A BARBARA ROY, FM
A OWEN GUTHRIE, CLOSE
A MESHY CLIMB THE
A SABADON, NO
A BAND, GABE BAND
A BAND, GABE BAND
A BAND, GABE BAND
A BAND, GABE BAND
A BAND, GABE BAND

KGF
Bob Wiskrom
302 3rd Avenue #700
Seattle WA 98101
206-292-8700

A PRINCE, SIGN-O-THE-TIMES
A PATRICE BUSHEN, WATCH
A RUN DMC, ITS
A BARBERA ROY, FM
A CHICO DEBARGE, GIRL
A ATLANTIC STARR, ALWAYS
A SOS BAND, NO LIES
A VESTA WILLIAMS, SOMETHING COMPANY B, RACERACED
A GEORGEO, SEX APPEAL

KPOO
Jerome Persames
P.O. Box 11008
San Francisco CA 94101
415-346-5373

A JUICE, HERE
A ANITA BAKER, SAME
A GABE BAND, GABE
A PATRICE BUSHEN, WATCH

KZIP
Frank P. Barrow
1415 S. Ely Street
Keller TX 76248
817-326-5151

A PRINCE, SIGN-O-THE-TIMES
A PATRICE BUSHEN, WATCH
A RUN DMC, ITS
A JUICE, HERE
A ANITA BAKER, SAME

KJZ
Bennie Mooskey
1730 Ashville Blvd
San Mateo CA 94402
415-341-8774

A MEL BA MOORE, ITS
A BLAKE HINES, SHERRY
A LILLY THOMAS, SEXY
A TRINEER, THEY'RE
A DARRENT, SHERRY
A MELBA MOORE, ITS
A GEORGEO, EVERYTHING

KXMA
Frank E. Hunter
1400 E. Gilman
San Mateo CA 94402
650-336-0978

A MELBA MOORE, ITS
A BLAKE HINES, SHERRY
A LILLY THOMAS, SEXY
A TRINEER, THEY'RE
A DARRENT, SHERRY
A MELBA MOORE, ITS

Black Radio Exclusive
March 13, 1987
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Congratulations
Mr. James Brown
Grammy Winner

Best R&B Male Vocal Performance
“Living In America”
The Winning Streak Continues With The New Single
“How Do You Stop”

BRE: 14*  Billboard: 10*  Cashbox: 15*  R&R: 16*
Already over 101 Stations across America.
IN PASSING
Johnny Martin, original member and backbone of the legendary Mighty Clouds of Joy was eulogized at the Greater Cornerstone Institutional Baptist Church on February 18, 1987 by Pastor James Cleveland. The 46 year old veteran of gospel music had just returned from a tour of Japan with the Clouds. He died at his home in Los Angeles of a massive heart attack just three days after his birthday. "Tell everyone I love 'em" were his last words to a relative. Friends from across the country turned out to pay a final tribute to him. BRE salutes the life of this beloved Gospel great.

CELEBRATING LIVE
Malaco Records producer/artist, Frank Williams and wife Katrina welcomed 6 lb, 5 oz Jessica Louise to the family on February 2, 1987 in Jackson, Ms. Father is producer of several Malaco Gospel artists including The Williams Brothers, as well as a member of the Jackson Southernaires. Congratulations!

AL GREEN AND A&M RECORDS: "AGGRESSIVE MARKETING PLANS"
Six-time Grammy winner, Al Green is still committed to Gospel, according to Jesus Garber, director of black music marketing promotion at A&M Records. But Garber further points out that the secular R&B market cannot be overlooked either. Thus, the upcoming LP, Soul Survivor will have a double-edged-sword-of-a-marketing plan. With marketing/merchandising materials targeted—one set for the Gospel market, and another set for the R&B market—A&M plans to ride the wave of Rev. Green's recent Grammy victory right on into a follow-up success with this latest effort, due for a March 2nd release.

NICHOLAS REACHES YOUTH WITH ANTI-DRUG RAP SONG
Los Angeles: "Say No," an anti-drug rap record by the award-winning, best-selling Gospel group Nicholas, was released February 2nd and has met with immediate and phenomenal acceptance from R&B radio. It appears to be an instant hit with airplay reports tumbling in from all over the nation.

According to Gospel singer Phil Nicholas, "My co-producer and business associate, Kent Washburn, and I knew that if we wanted to reach the audience we were after, we've got to speak their language in music as well as words. On one hand, I could have said 'you have a drug dependency,' but it's more real to them to say, 'hey man, you be illin'."

March 13, 1987

It's not a Gospel record dressed up to cross over to pop radio. It deals in the rap idiom and street slang. We decided that if we're going to do it, it ought to be genuine, and we put it together with some of the best R&B talent around.

Nicholas got together with songwriter and arranger Clay Drayton, known for his work over the years with the Supremes, Gene Chandler, the Impressions, the Drifters, Michael Jackson, Bette Midler, the Fifth Dimension and his hit arrangement for Diana Ross of "Love Hangover."

Drayton in turn pulled Paul Jackson into the project. Jackson is the top R&B guitar session man in Los Angeles, playing on productions by Quincy Jones such as Michael Jackson's Thriller LP and hit records by Jeffrey Osborne and Patti Austin; and with Kenny Rogers, Lionel Richie, Chicago, Dionne Warwick (on "That's What Friends Are For"), George Benson, George Duke, Howard Hewett, Jermaine Jackson, Dennis Lambert, Bobby Brown of New Edition and others.

Producer Washburn also threw himself totally into the effort, using all of his pop R&B production experience from his several years at Motown as producer of the hit group High Inergy.

Treating "Say No" as a project rather than a trend in their music, Nicholas did not put it on their own highly successful Command Records label, a strictly Gospel enterprise. Instead, they went to entrepreneur David Moch, whose Inner Light label is distributed by the Macola Record Company. Macola was responsible for the international number one rap hit "Rumors" by the Temix Social Club.

"We took it on because Nicholas is a known artist with a proven track record," says Jim Takeda, General Manager of Macola. "We figure that we can help bring it on home like we did 'Rumors.'"

"I'm not doing this to make money," says Phil Nicholas. "All my artist royalties will be donated to selected anti-drug charities. If I do any more recording of this kind, they'll be public service ones like 'Say No'."

"In the meantime, you can be sure I'll never turn by back on spreading the Gospel as long as God gives me a chance to speak out. I'm going to keep on doing it, and you can take that to the bank."

RECORD REVIEWS:

SINGLE
AL GREEN
"Everything's Gonna Be Alright"
A&M Records
With a hit of reggae funk, Al Green convincingly rocks listeners into the message of this tune—"Everything is gonna be alright"—which is the hook. This rendering leaves us waiting to hear more from the forthcoming LP. Demos: Youth, Young Adults, Adults.

ALBUM
BILLY PRESTON
Ministry of Music
King James Records
Billy Preston is one of the few artists who can consistently cross back and forth from R&B to Gospel, but indeed he does it well. On this most recent effort, "Lord, I Love You" shines as the footstomping pick with its heavy piano and bass. Rev. James Cleveland is featured in an inspirational narrative as Billy backs him up with a moving organ accompaniment. Note to Jocks: The title cut would be great as an intro or outro for any kind of spot. Pick: "My God Won't Leave You Alone." Demos: Young Adults, Youth.

SPOTLIGHT LP Review
THE CLARK SISTERS
Heart & Soul
If you're ever feeling alone, down and out, the "I've Got An Angel" cut from this titillating LP will slap you to your senses. Starting from a quiet beginning, these songbirds crescendo even the most down and out to victorious choruses (there are several) with dynamic lyrics. Every single is worthy of individual praise. But "Pray for the U.S.A." should be brought to our attention because of its thought-provoking and soul-stirring, unifying influence. There is something here for everybody.

"He'll Turn Your Scars Into Stars," is the uptempo spirit-booster, and in its background vocals, the Sisters very subtly, yet effectively address the drug problem in the ending refrain.

Demos: Youth, Young Adults, Adults.
JAZZ

PLAYBOY JAZZ FEST OFFERS THE ECLECTIC IN 1987 EVENT

By Michael Martinez

Look forward to a varied menu at the ninth annual Playboy Jazz Festival set for June 13-14 at the Hollywood Bowl, where NBC-TV star Bill Cosby will serve as the master of ceremonies.

We're talking an interminable wide range of performers from every corner of the idiom known as jazz.

Day one will feature acts such as Sarah Vaughan, saxophonist Grover Washington, Jr., the Stan Getz Quartet, Joe Williams, the Count Basie Orchestra, the Leaders (featuring Arthur Blythe, Lester Bowie, Chico Freeman, Kirk Lightsey, Cecil McBee and Don Moye), Duke Dejan's Olympia Brass Band, the Jeff Lorber Fusion with singer Karyn White and a 32-piece, all-Brit orchestra led by Rolling Stones drummer Charlie Watts.

Lionel Hampton and his Orchestra will be joined Sunday by the George Benson Trio, Kenny G, Ruben Blades with Seis Del Solar, the Branford Marsalis Quartet, Jack DeJohnette's Special Edition, Etta James guitarist Mundell Lowe with his quartet and the winner of the third Hennessey Jazz Talent Search.

Like the venerable Monterey Jazz Festival, the Playboy conclave is often sold out in advance of announcement of artists because it has become more than a musical event. So to keep the community faith, Playboy helps organize with festival producer George Wein a series of free events throughout the greater Los Angeles area.

Among them are an appearance May 3rd featuring veteran guitarist Larry Carlton and a quartet led by bassist John Pattitucci at Los Angeles College.

Tickets for the main event range from $8.50-$20 for the coveted box seats, where the picnic spreads brought by members of the audience is as much an attraction as the music. Pass the brie and char- donnay, please!

Rounder Records recently announced the winners in its contest to promote the Dirty Dozen Brass Band's Live, Mardi Gras in Montreux LP. Winners in the contest held from September of last year to January 31, 1987, were drawn from radio listeners, retail customers and retail outlets who developed special displays for the LP. "Deb Calhoun of Cambridge, Mass. won the radio drawing when she sent in a postcard with her name, address, etc. to Cambridge station WMIR-FM, earning herself and the station two free trips each to see the band perform at the 1987 Jazz Heritage Festival in New Orleans, where the band resides.

Marc Olson at Penny Lane in K.C., Missouri earned the best retail display award of the contest, winning a trip and a complete set of Rounder's Modern New Orleans Masters series, which was also won in a national retail drawing by Lisa Cereghina who shopped at the Music Millenium in Portland, Oregon.

Winning in the most entries category was Neil Sharow of WAIF-FM in Cincinnati, where he gathered some 480 entries.
Bob James
Obsession

Hugh Masekela
Tomorrow

Miles Davis
Tutu

Bob James & David Sanborn
Double Vision

Mark O'Connor
Stone From Which The Arch Was Made
### WEST
- **Paul Perrodin**
  - KACE
  - A hit song for Smokey. Heavy phone requests!
- Herb Alpert’s “Making Love In The Rain” is a strong cut. Janet Jackson lends a hand on this steamy ballad.
- Vandross/Hine’s “There’s Nothing Better” is number one for Luther and Gregory. Heavy phones.

### MIDWEST
- **Cleo Cook**
  - KCXL
  - Prince’s new single “Sign ‘O’ The Times” has the style of revolving back. What’s happening now is the message in his song. A big impact for Prince fans and his listeners.
- **Bernie Miller**
  - WLUM
  - “They’re Playing Our Song” by Trinere has a good Midnight Star (Freak-a-zoid) sound to it. A funky sound that will freak itself up the chart.

### NORTHEAST
- **Fred Mills**
  - WNJR
  - “Gonna Put Up A Fight” by Barbara Roy is a good follow-up to her last number one club single.
- **Melonae McLean**
  - WKND
  - “Ego Maniac” by Jocelyn Brown is a good solid record with a great arrangement.
- **Tonya Pendleton**
  - WILD
  - “Day By Day” by Chuck Stanley has an old stylistic sound. A good chance of getting over.

### SOUTHEAST
- **Al Brown**
  - WTUG
  - “I Got The Feeling” by Gregory Abbott is a good uptempo record.
- **Big George**
  - WIBB
  - Prince’s new single “Sign ‘O’ The Times” has a good music line with a message to it.
- **Lewis Lee**
  - WBOP
  - “Sign ‘O’ The Times” by Prince has the right lyric content with a good beat.

### MID-ATLANTIC
- **WTOY**
  - Stan Tompkins
  - Prince’s “Sign ‘O’ The Times”—This message should get across to everyone. Another hot one from Prince. Heavy phone requests. A #1.
  - Herb Alpert’s “Keep Your Eyes On Me” is another hit for Jimmy Jam & Terry Lewis. Heavy phones for this one.
  - Coming off the smash single, “Shake You Down,” “I Got The Feeling” is another hit for Gregory Abbott. Heavy phone requests.

### OHIO VALLEY
- **Dorian Paster**
  - WJZZ
  - “Manhattan” by Paquito D’Rivera is a good song with the sounds of latin rhythm and fusion jazz.
- **Steve Harris**
  - WCIN

### MID-SOUTH
- **Terry Avery**
  - KKDA
  - Gap Band’s “Zibble Zibble”…Heavy phone action on this one. Good song!
  - Freddie Jackson’s “I Don’t Want To Lose Your Love” should be the next single for this hot balladeer. Heavy, heavy requests!

### CAROLINAS
- **Cash Michaels/Steve Lewis**
  - WLE
  - Club Nouveau’s “Lean On Me” is a great club song. Heavy, heavy phone requests. Definitely a #1 single.
  - Jets’ “You Got It All” is a good strong ballad. Should do well with R&B and Pop stations. Hot phones!
  - Sheila E’s “Hold Me”…Touch—Touch—Touch! Need we say more!
**SINGLE OF THE WEEK**

**THE ROSE BROTHERS**  
**I GET A RUSH**  
**MUSCLE SHOALS SOUND**

Here's a strong indie cut from the Rose Brothers, highlighting a classic vocal performance in a well arranged, down-tempo setting. This is the kind of warm, romantic groover that programmers are looking for. We know the ladies will appreciate good Southern hospitality, Rose Brothers style! Demos: Females, Young Adults.

**ALBUM OF THE WEEK**

**SMOKEY ROBINSON**  
**ONE HEARTBEAT**  
**MOTOWN**

This looks like one of the finest albums from the master soulster in some time. The lead single "Just To See Her" is getting well-deserved and increasingly hot add action from coast to coast, and there are plenty of LP cuts to choose from as well. Top session cats Kenny G. and Paulinho De Costa help Smokey prove that no one does it better. Demos: All.

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**ALBUMS CHART**

March 13, 1987

<table>
<thead>
<tr>
<th>Week</th>
<th>Album</th>
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<tbody>
<tr>
<td>1</td>
<td>FREDDIE JACKSON, Just Like The First Time, Capitol</td>
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<tr>
<td>2</td>
<td>BEASTIE BOYS, Licensed To Ill, Def Jam/Columbia</td>
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<td>3</td>
<td>CLUB NOUVEAU, Life, Love &amp; Pain, Warner Brothers</td>
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<td>4</td>
<td>LUTHER VANDROSS, Give Me The Reason, Epic</td>
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<td>5</td>
<td>CAMEO, Word Up, Atlanta Artists/PolyGram</td>
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<td>6</td>
<td>READY FOR THE WORLD, Long Time Coming, MCA</td>
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<td>7</td>
<td>ANITA BAKER, Rapture, Elektra</td>
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<td>8</td>
<td>LOOSE ENDS, Zagora, MCA</td>
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<td>9</td>
<td>KOOL &amp; THE GANG, Forever, Mercury/PG</td>
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<td>10</td>
<td>HOWARD HEWETT, I Commit To Love, Elektra</td>
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<td>11</td>
<td>JANET JACKSON, Control, A&amp;M</td>
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<td>SHIRLEY MURDOCK, Shirley Morduck, Elektra</td>
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<td>13</td>
<td>MELBA MOORE, A Lot Of Love, Capitol</td>
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<td>14</td>
<td>PHYLLIS HYMAN, Living All Alone, PIR/Manhattan</td>
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<td>15</td>
<td>MIKI HOWARD, Come Share My Love, Atlantic</td>
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<td>16</td>
<td>GREGORY ABBOTT, Shake You Down, Columbia</td>
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<td>17</td>
<td>NEW EDITION, Under The Blue Moon, MCA</td>
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<td>18</td>
<td>GEORGE HOWARD, A Nice Place To Be, MCA</td>
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<td>19</td>
<td>ROBBIE NEVIL, Robbie Nevil, Manhattan</td>
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<td>20</td>
<td>RAY, GOODMAN &amp; BROWN, Take It, EMI-America</td>
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<td>21</td>
<td>DOUG E. FRESH, Oh My God, Reality</td>
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<td>22</td>
<td>ARETHA FRANKLIN, Aretha, Arista</td>
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<td>23</td>
<td>NAJEE, Najee's theme, EMI-America</td>
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<td>28</td>
<td>RJS LATEST ARRIVAL, Hold On, Manhattan</td>
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<td>25</td>
<td>RUN-D.M.C., Raising Hell, Profile</td>
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**CHART**

March 13, 1987
GRAPEVINE

JEFFREY OSBORNE and basketball giant JULIUS "DR. J" ERVING have teamed up to produce a music video which will pay tribute to the retiring athlete. Entitled "Everything Good Takes Time," the video highlights Dr. J's impressive career and also supports Converse's new line of "Dr. J Classic" basketball shoes.

Currently mulling over an offer to do a two-hour TV movie is the ever-photogenic GREGORY ABBOTT. Handsome Abbott is also considering roles on both "Hill Street Blues" and "Miami Vice". Does either role involve "shaking down" criminals, we wonder? (Ouch!)

The British are definitely vintage: RB lovers. Current singles in England's Top 10 include Percy Sledge's 1967 "When A Man Loves A Woman" and Ben E. King's "Stand By Me" (both of which are featured over there in Levi's TV commercials).

RITA MARLEY has been asked to step down as executor of the BOB MARLEY estate due to irregularities in the disbursement of funds from the account. Her accountant MARVIN ZOTT and lawyer DAVID STEINBERG were also named. Reliable sources say they have been asked to replace some nine million dollars from the Marley Foundation.

Motown's BOB JONES has predicted that his label's next big smash is sure to be "No Casual Sex" by CARRIE McDOWALL.

B.B. KING and NANCY WILSON will perform at the 11th annual Spoleto Festival U.S.A. May 22nd to June 2nd. The arts festival will also feature a performance of "The Road to Mecca" by South African playwright ATHOL FUGARD.

Here's a sad item. Thirty-six year old ROBERT WRIGHT, former A&M staffer under the RAY HARRIS regime, died on Feb. 10th. Wright was famous for his remix of the HALL & OATES hit, "One On One." His most recent production credits were on TREMAINE HAWKINS' current LP. Burial services were held Saturday, Feb. 14th at the Providence Baptist Church in San Francisco. BRE's condolences are extended to Wright's family.

Grammy Award winning songwriter duo BURT BACHARACH and CAROL BAYER SAGER are currently working on material for RAY PARKER, JR. and GLADYS KNIGHT. REV. JESSE JACKSON plans to visit Atlanta to make a special blessing for the cast and crew of SPIKE LEE'S "School Daze" on the eve of its starting production. Appearing in that movie are VANESSA WILLIAMS and BRANFORD MARiais.

Philadelphia has created its own "Walk of Fame" and some of the first inductees who'll be put on the sidewalks, so to speak include: MARIAN ANDERSON, PEARL BAILEY, JOHN COLTRANE, CHUBBY CHECKER, DIZZY GILLESPIE and BESIE SMITH.

Recent Grammy winner DIANE SCHUUR, whom some are comparing to jazz legends such as ELLA FITZGERALD, DINAH WASHINGTON and SARAH VAUGHAN, began recording her fourth LP on Feb. 25th with the COUNT BASIE BAND at A&M Studios. The event was videotaped for worldwide distribution and was attended by several music world luminaries.

Informed sources tell us that DICK CLARK is more than a bit p---ed off at LIONEL RICHIE for not putting in a closed circuit appearance on the recent "American Music Awards." Clark's upcoming "Black Gold Awards" program is said to contain some strange surprises also in the way of artist line-up...

Some more angry people include THE MARVELETES who are suing Motown Records, alleging that the singers were never given an adequate accounting of their royalties for hits like "Please Me, Postman" and "Don't Mess With Bill."

Claiming sexual harassment, DIANNE STEWART is seeking $3 million in a Los Angeles action suit filed, naming REDD FOXX.

As for former RUFUS member DAVID WOLINSKI, he charged recently that actor SEAN PENN "sucker punched" him at an L.A. nightclub after he allegedly attempted to kiss the thespian's wife, MADONNA. Penn has since been ordered to pay a $1,700 fine and has been put on 12 months' probation.

SWINGING PROPHET

ARIES
Keep your better ideas a secret or you'll risk leaving your game in the locker room.

TAURUS
Get started on a serious diet-and-exercise program. You can't do your best work if you're not healthy.

GEMINI
Don't be too hasty in pushing your ideas. Some of them might get nipped in the bud.

CANCER
Don't let business deals with an unsavory associate ruin your own reputation.

LEO
Resolve any confusion in your business affairs. You stand to lose a lot.

VIRGO
An overbooked schedule has you feeling stressed-out. You are contemplating a career change.

LIBRA
Be more disciplined about your health. Your increased travel and activities require strength.

SCORPIO
Investigate a new career path. A positive change would do you good.

SAGITTARIUS
Friends and new contacts are in your corner as you prepare for new projects.

CAPRICORN
Your ideas are excellent. It's your follow-through that could stand some work.

AQUARIUS
You have been so busy with business meetings that your social life is bound to suffer.

PISCES
A co-worker has been rough on you lately. If possible, don't overreact.

BIRTHDAYS
Trish Pettiman, BRE 3/1
Stan Tompkins, WTOY 3/1
Cheryl Lynn 3/11

March 13, 1987
ALWAYS CONTEST

WHAT YOU'VE ALWAYS DREAMED OF: A WEEK IN PARADISE FOR TWO!

IF YOUR NAME IS LISTED HERE YOU ARE A SEMI-FINALIST. CHECK NEXT WEEK FOR THE 10 WINNERS!

<table>
<thead>
<tr>
<th>RECORD #</th>
<th>NAME</th>
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<td>Joe Fisher</td>
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<td>Tippy Calloway</td>
<td>WADK</td>
</tr>
</tbody>
</table>

ATLANTIC STARR
ALL IN THE NAME OF LOVE
THE NEW ALBUM FEATURING THE SINGLE
"ALWAYS"

I'D STILL SAY YES

One Way
YOU BETTER QUIT