STANSFIELD

NEXT WEEK YOU'LL BE ABLE TO FEEL 'REAL LOVE' LP MC CD 212 300, 412 300, 262 300.
French Lobbies Seek Quota Agreement By Year-End

Four French broadcast lobby groups have teamed with music industry trade organization SNEP to call for an agreement on music quotas by the end of the year. The move was welcomed by minister of culture Jack Lang as "an example of what has to be done."

Joining SNEP are the SNRP, the national organization of private stations; the SIRTI, representing independent local radio and TV; the SNR, a group of national FM operators; and the CNRA, representing the local non-profit stations. All these organizations represent a majority of the operating stations in France.

The groups used the Vive La Radio conference to declare their opposition to quotas and emphasize that they consider it "regretful" that "the production, distribution and broadcasting" of Francophone music, especially new releases, has decreased over the past few years. The groups also want to reach an agreement over the treatment of new releases of Francophone product.

The discussions are also open to other professional organizations. Performing rights society SACEM, whose general manager Jean-Loup Tournier was the first one to call for quotas last June, says it will join the talks. The organizations have asked the Ministry of Culture and broadcasting authority CSA to sponsor the negotiations.

SNEP GM Bertrand Delcros says, "The fact that we have clearly stated that the record industry was against quotas has been well received by radio stations and has helped to engage negotiations. What will come of it? It's too soon to say, but it is now possible to have a dialogue with the radio stations in order to define what we expect from them and what they expect from us in return."

Delcros says the first step is to agree to engage in discussion, followed by a definition of the framework in which the talks will be developed, and then a move to specific details.

Industry observers say it seems more and more obvious that any solution must include station formats and each company's commitment to Francophone production, a concept that has not yet been precisely defined.

(continues on page 38)

UK ADVERTISES LICENCE

INR2 Cash Bids To Be Made Public

by Paul Easton

Details of the cash bids for the winner of the UK's second independent national radio licence (INR2) will be made public immediately after the applications deadline, instead of when the licence is awarded. There has also been a tightening up of the information requested in the application's financial section, with investors being asked for firmer commitments.

US$25M Set For German DAB Fund

by Mal Sondock

Germany is trying to emerge as the leader in digital audio broadcasting (DAB) research and the country's Research Ministry is backing the effort with funding of US$25 million.

Officials of the European Community's Eureka high-tech research and development project say that digital broadcasting technology represents an area in which Europe has a large lead over both Japan and the US and could set the standards for the future. Representatives of Deutsche Telekom (DT), which comes under the Ministry of Post and Telecommunications, have outlined the progress made in digital satellite radio (DSR) technology, which was developed with private industry and the German Aerospace Research Institute.

(continues on page 38)
EMAP Increases TransWorld Stake

by Mike McGeever

UK publishing group EMAP has emerged as the largest shareholder in TransWorld Communications, increasing its stake in the four station/eight frequency operator to 26.3% from 17.3%.

The additional share purchases were made on the open market and spread out over the past year, says EMAP MD Tim Schoonmaker. EMAP, which bought Radio City earlier this year, is allowed to purchase up to 29.99% of the stock of TWC before being forced to make a formal acquisition bid for the entire company, according to London Stock Exchange rules.

Schoonmaker declines to comment on whether EMAP is planning a bid for the company.

“We are looking at TWC as a good long-term investment,” he says.

At the time of the Radio City acquisition, EMAP CEO Robin Miller said the publisher wanted to increase its portfolio of radio investments responsive to legislative changes affecting the industry. The Radio Authority (RA) allowed EMAP to increase its shareholding in TWC on the understanding that, in the event of a ruling by the House Office to the contrary or a third party having opposing such a deal, the publisher will reduce its holdings to 26% within a reasonable period of time.

Under Parliament’s Broadcasting Order 1991 (Restrictions on Licences), a company owning stakes of 20% or more in a radio station is deemed to own the licence even though it might not represent the controlling interest of the station. Also, a company cannot own more than six licences.

EMAP’s increased stake in TWC, based on a literal interpretation of these rules, would show it to be the holder of eight licences.

However, the RA’s discretionary powers (via Parliament) permit it to interpret the legislation on a case-by-case basis. RA secretary John Norrington says, “There was some worry that TWC’s licences would be in jeopardy. The language of the provision in the Broadcasting Order is ambiguous and wrong. We are trying to persuade the government to change it.”

Norrington says that EMAP is not being treated preferentially. “This is not a special favour to EMAP in its licence,” he comments. “The Radio Authority would treat any other shareholder the same way.”

For the Record

In M&M’s October 19 issue on page 10, it should be correctly noted that Polydor Italy has for the first time invested in a radio campaign for a single, (Everything I Do) I Do It For You, by Bryan Adams, and not for the album Waking Up The Neighbours as previously reported. The ad campaign for the single ran on Radio Deejay and RTL 102.5 Hit Radio.

Also, in the same issue, on page 42, it should be noted that Radio Tango and Radio Limelight are the number four and five rated stations in Oslo.

The complete list of these two stations are NRK 1 and Radio 2.

EMAP Increases

New French Acts

Get FAIR Support

For the third year in a row, a French band called FAIR has selected 15 young and upcomimg rock bands, and will support them during a whole year financially with joint promotion activities and with professional advice. The Fr2 million fund is financed by the Ministry of Culture, the brand Hertz, acting as a stage equipment, and various professional organizations such as performing rights society SACEM, the FCM (Foundation for Musical Creation) and collecting society SCPP.

Each band will receive Fr40,000 in tour support for a year, or to act as stage equipment, and in addition, FAIR will run numerous ads announcign the concerts of the bands.

Managers of these bands will receive free trainings.

Bands such as VRP, now signed to Phonogram, Dominik Sonic (by Bacchial Sono), Elmer Food (who eventually sold over a half-million copies of their first two albums) and rap radicals Supreme Tribe, were among the acts who have previously benefitted from FAIR’s subsidies.

The new list of bands, chosen by a jury of 15 professionals, includes rap band I AM (Labelle Noir/Virgin) and ragga/funk band Massilia Sound System—both from Marseille; Maramacs, from Montpellier (on Squash/Sony Music); Marcel Kanche; Zebda; Les Pires and Wrooomble Experience.

TOO LEGIT TO QUIT — EMIL delegates gather at the launch party of Hammer’s album ‘Too Legit To Quit’ which was released worldwide October 28. Pictured from l-r: EMIL/Co-Manager Mexico MD Enrique de Noriega, EMIL Italy MD Roberto Citera, Capitol/Parlophone UK divisional MD Andrew Pryor, EMIL Music Worldwide CEO Jim Fildes, EMIL Germany MD Helmut Metz, EMIL Music International UK director Hennie Heffernan, EMIL Capitol Canada MD Dean Cameron, Capitol Records US president Holo Milgrom, EMIL Music (UK) marketing director/intersectorial MD Alan Francs Coaccilion, Toshiba EMIL GMI Masaoaki Saito, Hispanic Records Spain MD Raphael Gali, Capitol Records US VP international Tom Coron, Hammer’s manager Louis Burrill and Capitol/EMIL North America president Joe Smith.

M&M BUSINESS CALENDAR

December 5-9 - Music-Vision - National Hotel, Glasgow, Scotland.
December 9 - BENELUX — Brussels, Belgium — Radio Montreux Symposium and Exhibition, Montreux, Switzerland.
December 9 - BENELUX — Brussels, Belgium — Radio Montreux Symposium and Exhibition, Montreux, Switzerland.

AMERICAN RADIOHISTORY.COM
NO BOW TIE REQUIRED — Phil Collins was named songwriter of the year at the 11th annual American Society of Composers, Authors and Publishers (ASCAP) awards dinner at Clavidges in London on October 3. His award was given for achieving the greatest number of performances for songs "Another Day in Paradise," "Wish It Would Rain Down" and "Something Happened On The Way To Heaven." Pictured from (L-r): ASCAP president Morton Gould, British Performing Rights Society CEO Michael Freaggard, Collins, songwriter Dioon Warren, ASCAP/AD Gloria Messinger and ASCAP UK regional director James Fisher.

Dismember Albums Seized By Customs

by Ben Lewis

HM Customs & Excise has served a seizure notice on importers Plastic Head Distribution over a consignment of albums and singles by thrash metal band Dismember on the German Nuclear Blast label. The album of interest was titled For Me and Sickening Art, of albums by US rap band T99.

Programmings will be based around a "gentle" MOR music policy, designed to suit the slightly older-age group of English speakers, with specialist music programs. Lisa Stansfield's "Ouch!" was bought programming between 01.00 and 08.00 is expected to be provided by UK-based satellite station Quality Europe FM/Cheltenham. Coastline will also be carrying Independent Radio News bulletins live from London via satellite, as well as providing its own service of Spanish and local news.

Station manager Howard Breton says Coastline is being backed by an existing Spanish station, Radio Torrox International. "I have actually been doing a daily show at another local station for the past few years, and with Coastline we feel we are meeting a demand that already exists. We are not setting up a 'ghetto station', but our aim is to provide local news and information for people who are unable to speak Spanish," says Breton.

He adds that research has shown that news is an important part of its programming. "Foreign residents in Spain want to learn about Spain, and its ever-increasing role as part of Europe. Until now, the language was a barrier to understanding. Coastline Radio will make living in Spain as a foreigner more understandable and, therefore, more enjoyable," comments Breton.

As well as local advertising, the station also hopes to vend airtime to the British through UK sales house Independent Radio Sales (IRS). Adds Breton, "This is a new market, and realistically we don't know how much to expect from the UK. But, IRS is optimistic and we have no reason to doubt them."

NEWS IN BRIEF

MTV VJs Return To Roots, Talk To Talent

MTV Europe VJs are going back to their home countries to meet leading local talent. For four consecutive weeks, VJ Rebecca de Ruvo returns to Sweden, Simone Angel travels to Holland, Kristiane Backer visits Germany and Paul King returns to Ireland, Belgium and the UK.

Bands highlighted will include Sweden's Army of Lovers, New Zealand's Crowded House, Germany's Scorpions and Belgium's Closeau. Famous international artists such as New Kids on the Block, Lisa Stansfield and Michael Bolton, among others, will also be in MTV's studios.

Sony Signs With T99

Sony has revealed details of a worldwide label and publishing deal with Belgian dance producers T99. The team of T99—Olivier Abbeles and Patrick de Meyer—is calling the new label Kiss FM/London. The first release, T99's own single "Nocturne," entered the UK chart at no. 36.

Kiss Enhances Stereo Sound

Kiss FM/London is introducing Sound B.A.S.E. audio processing on some of its specialist shows. According to Kiss, the system enhances the stereo sound, giving it a 3-D effect, and is already used by the organizers of several major "raves."

Initially, it will be used on Colin Faver's weekly techno show. There are also plans to utilize it on the hardrock and house shows, as well as one-off special.

Radio Authority Acts On Complaints

Another complaint alleged news bulletins were sponsored contrary to Radio Authority guidelines. Galaxy officials agreed there had been some deviation from policy which could have led listeners to conclude the bulletins were sponsored, although that was not the case.

No fines or sanctions were imposed as a result of these two complaints. However, the station was fined £800 on a third complaint over Galaxy's failure to provide legible tapes. That case was subsequently dismissed.

In a review of 66 allegations, the Radio Authority upheld five other complaints against five stations and one against an advertiser.

Radio 1 DJ Liz Kershaw and the Radio Authority upheld five other complaints against five stations and one against an advertiser. Some of the complaints were as follows: an In wrote Radio/Kent DJ allegedly misled listeners to believe the group Bros who would be interviewed live in the studio when it was done via satellite the previous day, Turkish Community Radio/London reportedly broadcast material containing offensive language, and Sunrise FM/Bradford allegedly breached its promise of performance for failing to carry Afro-Caribbean music.

TDK Student Chart Debuts

Tape manufacturer TDK and promotion company Streets Ahead have joined forces with the UK's 25 student radio stations to launch a new music chart. Embracing rock, pop, dance and hip hop, the TDK Campus Chart is expected to be a strong indicator of what is happening musically at UK universities and colleges.

The chart will be compiled by Streets Ahead from 200 returns received from student stations and magazines, and will consist of a Top 25 with five "breakers."

Comments Streets Ahead MD Cathy Richardson, "Student radio stations are an important factor in promoting new talent. They currently reach over 90,000 students, despite being restricted to the campus [via a low-power AM 'induc- tion loop' transmitter]. However, it will soon be possible for them to get limited-power FM licences, giving them a chance to reach listeners outside the campus."

All of the stations will broadcast a monthly, house-kept Campus Chart Show. The programme, presented by Radio 1 DJ Liz Kershaw and produced by Alan Mann at Radio Luxembourg's London studios, will feature the main climbers and breakers from the chart, as well as news of tours.
The development of new technology, such as digital audio broadcasting (DAB) frequencies for France, will be allocated in February 1992, according to the French government. The first digital audio broadcast (DAB) frequencies for France will be assigned in February 1992, under the jurisdiction of the Radio Data Systems (RDS) and DAB.

The association is presided over by Roland Paury (CSA) with VP Jean-Louis Lafleur (Radio France) representing the radio community, VP Bernard Pastré (Thomson-LGT) representing the technological sector, Francois Manieux (CSA) as secretary, Jean Ruff (TDF) as treasurer, and Olivier Meaux (TDF) as general delegate.

The objective of the club is to create a forum where radio and the technological industries can meet to develop a product accessible to the public. DAB is still in its test period and is not likely to become commercially viable in France for some time. "The cost-effectiveness should not be considered in terms of networks, but in terms of receivers," says Meaux. "Commercialization will not begin until 1995 and we don't expect them to become accessible to the public until then."

In its experimental phase, the number of receivers is limited. "The operation on hand is only a trial run between now and 1992," says Meaux. "Commercialization will not begin until 1995 and we don't expect them to become accessible to the public until then."

"The French DAB technology, which is a fusion of the Musicam and Digicast systems, has several advantages, not the least of which is the ability to transmit with a minimal power source. It has attracted much attention outside of France, particularly the US. "In the US, some of our technical competitors are interested in DAB," says Meaux, "notably the radio industry trade association NAB, which is interested in promoting the system, using the concept which has already been developed in Europe."

Radio "screens"...
MICHAEL JACKSON

BLACK OR WHITE
THE AWAITED NEW SINGLE OUT NOW!
Rights Decision Puts Pressure On Privates

by Norman Weichselbaum

The Austrian neighboring rights society LSG has entered into negotiations with the six biggest private radio stations in the country as a result of a recent decision by the Austrian Supreme Court of Justice.

The decision means that from now on, it is not enough to have broadcasting rights in the country where a radio or TV station is transmitting from, but it is also necessary to obtain all rights in the countries where these programmes are received.

The decision is likely to affect all private stations in Austria which, in the past, have been able to avoid the public ORF monopoly by sending their programmes from Italy, Hungary, and Czechoslovakia.

As a result of the decision, the LSG is now negotiating with Radio CD International/Vienne, Antenne Austria/Vienna, MM 2Graz in Syna, Radio Transpal/Innsbruck, Radio Zirog/Innsbruck and Apen- dria/Villach.

5% Ad Levy

LSG MD Dr. Harald Büchel comments, "We are of the opinion that commercial stations worldwide have to pay more than stations which are under public law because they broadcast more music. For this reason, we want to have 5% of the advertising revenue of each station and this money will be divided among the artists."

That percentage, says a Radio CD spokesperson, "is unrealistically high. We have blazed the trail for private stations. We had to struggle hard to get our turnover up to Sch70 million (approx. US$5.5 million). Do they want to penalise us for it?"

Büchel disagrees. "We really want an agreement that is acceptable for both sides. But, if certain radio stations do ignore the new judgement, the LSG will take them to court," he says.

One of the few stations prepared for the decision is Antenne Austria. Comments station MD Walter Schneider-Schwanzbauer, "Antenne Austria began debating contract details with the LSG in 1990. We decided on the most important contract that the contract will be signed at the end of the year."

Schneider-Schwanzbauer confirms that LSG royalties will be a difficult supplementary financial burden, "but if we can raise our advertising capacity utilisation from 75% to 100%, we can get through it."

Ad Execs Give Sales Tips On Radio Marketing

Approximately 500 members of the broadcasting and advertising industries gathered to discuss the radio industry in Munich at the fourth annual broadcasting con-

NEWS IN BRIEF

Monnich Named FFH Sales Manager

Hessen statewide private broadcaster FFH/Frankfurt has appointed Birgitt Monnich as the new sales manager. She will mainly be involved with developing regional business. Monnich has previously worked at both Radio RSH/Kiel and in sales at the TV Sport Channel.

FFH Plays Birthday Roulette

Statewide private station FFH/Frankfurt is offering DM2,000 (approx. US$1,000) in a birthday roulette competition run three times a day on the station. The roulette wheel will come up with a birthdate and listeners born on that day can call in and try to win the cash prize. It is set of questions are not answered correctly, the DM2,000 goes into a jackpot and the next winner can win a different, organised by the Bavaria Communications Commission. The two-day congress began on October 16.

One workshop held in conjunction with advertising executives offered a solution to the problem of sinking radio advertising budgets. Ad executives Martin Schrey of Bay & Partner in Munich, Werner Beitz of MediaCom in Dusseldorf and Klaus Kuster of Michael Conrad & Leo Burnett in Frankfurt have agreed that the guidelines for the radio industry to reach agencies:

- The station must provide a picture of its main target group and image;
- The station must present a very professional image and advertising plan to the agencies;
- The station must provide more up-to-the-minute data, especially for listener results of specific programmes.

At a second workshop entitled "Organisational Structuring Of Local Radio Stations," it was pointed out that one of the biggest problems facing private radio is the lack of structure and exact formatting of the individual private stations. Much too often, the sales and marketing departments accept programme ideas from potential advertisers without checking to see if the programme fits in with the format of the station, or if it will be attractive to the target listening group.
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12. 12. MADRID
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19. 12. ZURICH
Radio 10's just launched Power FM has succeeded in wooing some of the best name presenters in the Dutch radio community to kick off its new EHR station.

The Holland cable station, officially launched November 1, lured nationally known presenter Rob Stenders away from Radio Veronica to host the afternoon weekday programme (16:00-19:00). Power FM also won over former Radio 3 AVRO presenter Luc van Rooij for morning drive (07:00-10:00). Luc and van Rooij are, in addition, co-hosting a Saturday evening (19:00-22:00) party programme called—you guessed it—"Stenders & Van Rooij." The show is reportedly similar to one Stenders used to host for Radio Veronica before going over to the competition.

Former Veronica DJ Peter Hollander will do the afternoon weekend show (12:00-16:00) and Franciscus Dix will host a Saturday morning rock music programme similar to the one she worked on before leaving Radio Veronica.

Station PD Wim Rigter, who came over from VARA last January, reports that Power FM's presenter line-up is what gives it the edge over its direct competitors, particularly Sky Radio. Says Rigter, "We want to be working with presenters. We think that's a way to communicate with people. Sky thinks no one wants to listen to presenters, but it's not complete when you're playing music non-stop. We feel we have room for four private stations, so we're going the other way, with too much talk and too much analysis."

Radio 10 Group GM Jeroen Soer adds, "Our philosophy is that it is an interactive media. New records have to be announced. Otherwise, people don't recognise the latest era." Competitor Sky Radio's EHR channel Hit Radio began broadcasting last July.

Some of Power FM's core independents, although Soer says indie music will not get as much play as commercial Pop. "At this time," Soer adds, "special attention is being given to the techno house labels. It just depends on the craze at the moment." The new station's head of music is Peter Belt.

The Radio 10 triad, which includes Power FM, is bucked by Italian broadcasting group Rete Zero. The station expects to reach the breakthrough point in year three. Power FM currently has some 2.4 million connections, but projects a three million reach by year-end and four million by the end of 1993. That is out of a possible 4.8 cable connections in Holland.

Major advertisers include Sony, Watson, Philips, Adidas, Hugo En Het Wetenschappen (Ministry of Education), Duress, BV, Nike, and a number of others.

So far seven cable/satellite stations are competing for Dutch audiences. Apart from Holland FM, these include two outlets by Sky Radio (Sky Radio and Hit Radio), three by Radio 10 (Radio 10 Gold, Power FM and Concert Radio) and RTL-4 Radio. Power FM was kicked off with a major launch party October 29 at the ‘Le Bijou’ disco in Amsterdam. Among those who were scheduled to show up at the launch were such noted Dutch personalities as songstress Diana van der Meulen, producer Rob Hanswerk, the CDA’s (Christian Democrats) Helmer Kotte, RTL-4 MD Rued Hendricks, TROS MD Kees Woltra, a number of Dutch bands, including Gofcha! and, says Soer, "practically all the DJs running around Holland."

Since November 3, BRTN youth channel Studio Brussel has been broadcasting nine episodes of "De Lieve Lust," a 90-minute radio programme for teenagers, and is currently gearing up for a new season.

The show is hosted by Lieven Lust, "a 90-minute radio programme for teenagers," the nine episodes of "De Lieve Lust." The programme features both hosts interview and commenting on an issue, coupled with funny anecdotes. "The music to the show is pretty much in the usual Studio Brussel fashion," says Luc Tirez, music programmer for "De Lieve Lust," "but most of the tracks are love-or sex-related, with lots of funk, Prince, and obvious material like Jane Birkin/Sege Gainsbourg and Labelle’s "Voulez Vous Coucher Avec Moi?" But, artists such as Billy Bragg and Robert Gray's "Right Next Door fit, as well."

The programme is scheduled for Sundays (13:30-15:00), which Tirez admits is the least time for it. He adds, "Traditionally we use that [Sunday] time slot for our own experiments such as Bart Peeters’ "LegumesPlantes" or, most recently, "The Last Bandits" by Dirk Blancke."

Tirez is convinced the programme will attract the Studio Brussel youth audience. "That's why we will avoid discussing issues such as menopause," he says. MM

Studio Brussel Lusts For Listeners With Erotic Sunday Programme

Since November 3, BRTN youth channel Studio Brussel has been broadcasting nine episodes of "De Lieve Lust," a 90-minute radio programme for teenagers, and is currently gearing up for a new season.

The show is hosted by Lieven Vandenhantke and media personality/sexologist Goedele Liekens, a former Miss Belgium personality/sexologist Goedele Liekens.

The programme features both hosts interview and commenting on an issue, coupled with funny anecdotes. "The music to the show is pretty much in the usual Studio Brussel fashion," says Luc Tirez, music programmer for "De Lieve Lust," "but most of the tracks are love-or sex-related, with lots of funk, Prince, and obvious material like Jane Birkin/Sege Gainsbourg and Labelle’s "Voulez Vous Coucher Avec Moi?" But, artists such as Billy Bragg and Robert Gray's "Right Next Door fit, as well."

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OOR Release New Encyclopedia

Dutch bi-weekly rock magazine OOR has published the eighth edition of its pop encyclopedia, OOR's "Eerste Pop Encyclopaedie." The 400-page tome deals with some 560 acts. Apart from individual entries, the book also highlights specific music trends and market overview.

The encyclopedia is considered to be one of the best of its kind in Europe. OOR has also issued a 164-page special edition highlighting the most interesting articles during the
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DATA, ALPHA
SAAR company launched the release of Fear of Ordinary Life, the latest album by US/European band Sluka, to several stations, including Top Italia Network. The group, formed by US vocalist and composer Christopher Sluka, is enjoying phenomenal success in Japan, and composer Christopher Sluka, is working on the album "Sogni... E Tutto Quello Che C'e," Rol is presented with a platinum album by CGD. Pictured from l-r: CGD A&R director Tino Silvestri, CGD marketing director Andrea Rossi, Rol, CGD MD Stefano Senardi and CGD Milan promo manager Luciano Ungi.

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Radio Dimensione Brings In New Age

Audience reaction to the New Age chart show, aired on Sundays by EHR network Radio Dimensione Suanno has prompted the station to introduce additional slots devoted to music of the genre each Monday-Friday.

Comments the station's PD Bruno Ployer. "We noticed a huge interest from listeners who were calling to discover the names of artists, or asking where they could get the records."

The new programmes, which do not have a special name, are presented at 22.30 by DJ Mauro Marini, and follow the daily chart show "Top Ten of Ten."

According to Ployer, "We don't think that most outlets with a little interest from listeners who were calling to discover the names of artists, or asking where they could get the records."

The new age music content at the station is sponsored by the magazine New Age and New Sounds. The magazine is devoted to new age music, fusion and contemporary jazz, plus cultural issues, and includes a free CD. It is currently published bi-monthly, but as of January 1992, will be published monthly with a sales target of 40,000 each issue. The New Age and New Sounds magazine is owned by independent record company Les Folies Art.

The company's marketing and promotions director Cinzia Pisano believes radio commitment to the genre is on the increase. Says Pisano, 'Radio Monte Carlo includes new age music in its 'World Music' programme, and Radio Kiss Kiss gives it air time in its 'Love Age' shows, broadcast at 03.00. A local station such as Radio Cava Centrali Salerno also has its own new age music programme. I think that most outlets with a little culture are becoming very open-minded about the genre. It's definitely a good alternative to the hundreds of outlets which broadcast non-stop rock and pop music." DS

Nuova Fonit Cetra Releases New AIDS Benefit Album

Nuova Fonit Cetra, the record company owned by pubcaster RAI, is doing its part to help with AIDS research with the release of the Love Is The Answer album in Italy. Each of the six tracks are a different version of the same song, Love Is The Answer. It includes a contemporary version and a remix version by the production team of dance music act Black Box. The progressive version was arranged by Wayne Shorter and the rap version was performed by new US act, The Poet Tyco.

Love Is The Answer, produced by the REC Group in Bologna and YATO Entertainments and Blue Mix in Rome, took three years to complete. International acts and artists featured include Kool & The Gang, Randy Crawford, Alphaville, Isaac Hayes, Nicolette Larson, the Pointer Sisters, Carmine Appice, Billy Preston, Jeanne Mas, Raina Kabaivanska, Syreeta, Steve Grossman and the Ronnie J. Dio band. Little major local talent was involved, but those who did participate included Pooh, Novecento, Vincent Thoma, Alan Sorrenti and Antonello Versace, who also co-wrote the song with Aldo Azzaro and Fiorella Thomas.

Comments Blue Mix MD Charlie Albert, "We felt a little bit out in the cold. International artists responded with open arms, but we got little feedback from local talent. It proves there's still a long way to go in dispelling some of the myths about the virus."

The backing tracks were laid down in Italy, but most of the vocals were recorded in other countries. Albert describes the operation as a tour of the world with a tape under the arm. Profits from the album will go to L'ANLAIM (Associazione Nazionale Per La Lotta Contro L'Aids). Italian minister of health Francesco De Lorenzo is acting as patron of the project.

Nuovo Fonit Cetra was still finalising its promotion campaign at press time, but Diego Peano, radio promotions manager at the firm's Milan office, confirmed that all RAI stations, as well as Rete 105 and local stations on the SPER circuit, were supporting the album with airplay.

Love Is The Answer is also slated for release on the international market. Albert says negotiations are at an advanced stage with PolyGram in Germany and EMI in Spain. DS

M&M Correspondent
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Fazer Music Promotes Product on MTV Europe

Discus, the music retailing arm of Fazer Music, Inc., has reportedly become the first Finnish record-selling enterprise to use MTV Europe as its marketing vehicle.

Discus drummed up support for its outlets around Finland on a series of spots carried in Finnish on to more than 500,000 cable households. K-Tel International, the first to use MTV Europe to sell mail-order titles via its European affiliates.

According to Discus MD Jyrki Stenberg, "The campaign included 20 spots of 15 seconds each, which started on October 19 and ran until October 28. The focus was set on 'F shops and the new albums from Simply Red, Prince, Motley Crue, Marky Mark, Rush, Stars on 45 and local acts Kauko Rovhakia and M.A. Numminen.'"

The idea for this campaign was initiated by Stenberg, who also designed it. Technical help was offered by Prime Time Production, Hannu Stroem, a local firm specializing in video spots and programmes.

According to Stenberg, the same spot could be used for additional promotion on local Channel Three.

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Gramex Dispute Ends After Five Months

by Kari Helppoaho

Finnish IFPI/AKT, the Finnish musicians union SMI and Solo, an organisation for solo artists, have ended the so-called GRAMEX and information boycott aimed at local independent stations. The boycott was started in May (see M&M June 29) and has lasted five months.

Record companies, musicians and soloists stopped cooperating with those stations which had not paid their copyright-based GRAMEX compensations to producers and performing artists.

Arto Aslaapaa of IFPI/AKT addressed a letter to the GRAMEX patrons saying, "This information boycott was our only concrete way of showing dissatisfaction with the current situation. Existing laws don't give producers or artists a right to ban stations from using their records."

According to this same letter, GRAMEX has current agreements with nine local indie stations, including many major outlets. Eleven stations have payments in arrears from the past 12 months, 19 from a period lasting more than 12 months, while 20, including six that went bankrupt, have paid no GRAMEX compensations at all. These debts total Nkr17 million (app. US$4 million).

GRAMEX has requested that the Ministry of Communications clarify if the debts have been taken into account in company balance sheets. It has also asked that the Ministry of Education begin preparing revisions in current copyright law so that the professional use of records in radio and TV broadcasts will not be possible without consent of a beneficiary.

In the letter, Alasapaa also predicts that the old automatic mailing system of promo copies and other information will have no future in Finland. In fact, various members of IFPI/AKT are planning their own paid Media Service tailored to the needs of the local indie radio and record industry.

For the time being, local IFPI/AKT members have greeted the ending of the boycott with a "Let's wait and see" attitude. Some companies, such as Fazer Music Inc. and Warner Music Finland, are reportedly servicing only 15 of the largest stations.

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NRK's Financial Situation Could Delay P3's Launch

by Kari Olette

Norwegian pubcaster NRK, which has already been granted the licence for the P3 station, may have financing problems. Real estate taxes totaling Nkr30 million, as well as the hiring of 10 new musicians, plus overtime, which cost Nkr70 million, are the main culprits.

Additionally, the musician organization GRAMO is demanding Nkr10 million for royalties. The question remains as to how NRK will finance P3, since it is not allowed to carry advertising.

NRK MD Oddvar Svanvik declines to elaborate, saying, "We have not discussed this in-house yet."
As the approximately 70 million US baby boomers (roughly speaking, those born between 1945-1964) grow older, a trend in radio programming appears to follow their musical tastes.

According to Billboard radio editor Stan Ross, there are now more oldies and religious commercial outlets in the US than there are Top 40 stations. Below are the most-programmed radio formats in America, courtesy of the Alexandria, VA-based newsletter M Street Journal.

**Top 40 stations. Below are the formatting appears to follow their making, those born between 1945-1964) grow older, a trend in radio

**Format**

**1990** | **1991**
--- | ---
Country | 2,452 | 2,457
AC | 2,135 | 2,089
Religious (commercial) | 745 | 799
Religious (noncommercial) | 332 | 343
Oldies | 659 | 704
Top-40 | 824 | 675
Album/Classic/Modern Rock | 419 | 529
News/Talk | 405 | 527

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**Albums**

**TW| IW| Artist/Title**
---|---|---
1 | 1 | GARTH BROOKS/Ropin' The Wind
2 | 2 | GUNS N' ROSES/Live Your Illusion I
3 | 3 | MOTLEY CRUE/Decade Of Decadence
4 | 4 | PRINCE/Diamonds & Pearls
5 | 5 | METALLICA/Metallica
6 | 6 | PUBLIC ENEMY/Apocalypse 91...
The Enemy Strikes Black
7 | 7 | MARIAH CAREY/Emotions
8 | 8 | GUNS N' ROSES/Live Your Illusion II
9 | 9 | BRYAN ADAMS/Waking Up The Neighbours
10 | 10 | GARTH BROOKS/No Fences
11 | 11 | MICHAEL BOLTON/Time, Love And Tenderness
12 | 12 | NATURE'S CALL/Forgettable
13 | 13 | BOYZ II MEN/Coolio, High Harmony
14 | 14 | COLOR ME BADD/C.M.B.
15 | 15 | NAUGHTY BY NATURE/Naughty By Nature
16 | 16 | REBA MCENTIRE/For My Broken Heart
17 | 17 | JAMES TAYLOR/New Moon Shine
18 | 18 | DIRE STRAITS/On Every Street
19 | 19 | OZZY OSBOURNE/No More Tears
20 | 20 | JOHN MELLENCAMP/Whenever We Wanted
21 | 21 | WARREN BRICE/Do You Know What It Takes
22 | 22 | C&CMUSIC FACTORY/Gonna Make You Sweat
23 | 23 | BOB SEGER & THE SILVER BULLET BAND/The Fire Inside
24 | 24 | REA MCENTIRE/For My Broken Heart
25 | 25 | BOYZ II MEN/Coolio, High Harmony
26 | 26 | JIMMY CLIFF/Red, Red Rose
27 | 27 | EDDIE VAN HALEN/1984
28 | 28 | MARKY MARK & THE FUNKY BUNCH/Music For The People
29 | 29 | JODECI/Forever My Lord
30 | 30 | GARTH BROOKS/Roping Bound
31 | 31 | WALTER BRICE/Do You Know What It Takes
32 | 32 | CHRISSIE HYNDE/Brandy
33 | 33 | ERASURE/Acrid
34 | 34 | DIRE STRAITS/Oh, Yes
35 | 35 | PAULA ABDUL/Heartbreak Hotel
36 | 36 | TOM PETTY & THE HEARTBREAKERS/Into The Great Wide Open
37 | 37 | BILL BELL/Devil Of A Woman
38 | 38 | GARTH BROOKS/Our Little Girl
39 | 39 | JOE DODGE/For My Lady
40 | 40 | MARKY MARK & THE FUNKY BUNCH/Music For The People

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**Value Of Station Transactions Declines**

The National Association of Broadcasters (NAB) reports that the dollar volume of radio station sales continued to decline in the first half of 1991.

NAB's new publication Trends In Radio Station Sales: 1989-1991 analyzes station buying and selling. For the first half of 1991, announced sales of radio properties totalled $498 million, compared to $765 million for the first half of 1990 and $944 million for the first two quarters of 1989. The number of radio station transactions has remained relatively stable during these time frames.

Overall, between 1989-1990, the number of station transactions declined from 739 to 690, while the total dollar volume of sales plummeted more than 30% from $2,278 billion to $1.02 billion.

Depressing the radio transaction business in the US is the present burden of radio being financially classified as a highly leveraged transaction (HLT).

The NAB has asked three bank-

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Lisa Stansfield

The simultaneous worldwide release of Lisa Stansfield's new album, "Real Love", on Arista is an indicator of her enormous popularity on both sides of the ocean and her growing importance for BMG International, based on only one album so far. Her 1989 debut album "Affection" reached no. 2 in the European Top 100 Albums.

Lisa Stansfield

by Robbert Tili

Last week's fastest climb in the Coca Cola Eurochart Hot 100 Singles was made by the first hit of BMG's 1993 recording artist, Lisa Stansfield. "Keep Your Love Alive" is still holding at no. 8. The soft soul song on contemporary dance radio and in "out of the box", as the Americans say." That's history! They added it to their EHR Top 40, it's already top 10.

Stansfield's sultry looks will be unavoidable over the next few months. The album will be presented in a special "premature bag," including the CD, the bio and the video. An electronic press kit (E.P.K.) will be serviced to all European key media. A major European press ad and in-store campaign will accompany the album release.

From November through December, Stansfield will be on an extensive European promo-tour bringing her into France, Germany, Sonet in Sweden, and Arista UK marketing director Tim Summers will be with BMG. The presentation trip was a fantastic success. We showed the world what the new music and the image are like. I don't think I will ever do that again because at the end, we were wrecked."

Stansfield's soulful voice—a UK equivalent of Mariah Carey's and Whitney Houston's—has achieved Top 15 chart status in the Tipparade, the waiting room of the official Top 40.

Bilgeri

by Joop Paulus

Signed to: Warner Music Germany
Publisher: Fechtler/Hazienda/Roba for most of the tracks.
Management: Proft Promotions/ Vienna
New album: Lonely Fighter released on July 26th in Austria and September 6 in Vienna.
New single: Lonely Fighter, released on July 26th in Austria and September 6 in Vienna.

Marketing: Warner Music has set up different campaigns for Austria and Germany (see below).

New single: Lonely Fighter, released on October 21; at press time, the last single Keep Your Love Alive—the current single in Germany—is still holding at no. 8.

Recorded at Moonlight Studios/ Offenberg.
Producer: Thomas Hen.

AUSTRIA

Stansfield's manager Jazz Summers is delighted with the good radio response in all territories. He says, "In your EHR Top 40, it's already top 10. Even NRJ in Paris added it. It's the first time they've added a record in the week of its release. That's history! They added it 'out of the box', as the Americans say."

The soft soul song on contemporary dance radio and in-store campaigns, one for Austria and one for Germany. The domestic strategy is based on a heavy advertising campaign in Krone, the country's biggest daily newspaper, and further cemented by numerous scheduled TV appearances and heavy radio airplay.

For the German campaign, promotion is the main marketing tool. He appeared on regional shows, plus nationwide broadcaster ARD's leading programme, the "Harald Juhnke Show" on October 17.

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 newcomer gives further evidence that dance is still developing into a more song-oriented direction. The violins give the tune the ambience of Backstreet Boys by the O'Jays. A new entry in EHR Chartbound this week.

SIMPLE MINDS Reality/Selva EHR PRODUCER: Stephen Lipson
The "young veterans" go back to the roots of a bombastic genre which they helped define in the early '80s. The use of heavy keyboards infuses their work with majesty again. Riding high in Chartbound.

SOUTHSIDE JOHNNY It's Been A Long Time Too - Import EHR PRODUCER: "Miami" Steve Von Zandt
New Jersey calling. Local hero Southside Johnny waves the flag of the native rock scene while the Boss and Little Steven help him out on backing vocals. It's high time the world paid attention to this under-estimated talent.

DIE TOTEN HOSEN Carnival Is Over (Punk Wire) - V/1 EHR/AC PRODUCER: John Collier/Die Toten Hosen
History repeats itself. Germany's leading punk band is on a "sentimental journey," blazy the she gives it to Brazil as the Sex Pistols, circa 1978. Following in the same naughtsy footsteps, they recorded a single with lead vocalist Ronald Biggs, the mastermind of the 1960 UK great train robbery (£30 million).

WORLD OF TWIST Sweets/Circa EHR/AC PRODUCER: Dave Ball/Richard Norris
Let's twist again. Every new single of this pop's most psychedelic instrument, the saxophone, contains four songs plus six remixes, which Johnny (f30 million).

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THE RIVER BOYS The River Boys - WEA EHR/AC PRODUCER: Jürgen Fritz
This young German duo turns time backwards to the glory days of the Everley Brothers and Simon & Garfunkel. It's nice to hear that there are still musicians around who don't desperately search for new sounds. Although some may call this old-fashioned, the truth is the River Boys just like good melodies. Their own compositions, such as If I Were A Sailor and Still Lovin' You, match the quality of Jacques Brel composition, Seasons In The Sun, as made popular by Terry Jacks.

STATUS QUO Rock 'Til You Drop - Vertigo R/EHR PRODUCER: Francis Rossi
Some things must never change. One surety is UK three-chord/12-bar rock institute Status Quo, which just celebrated its 25th anniversary. The title is apt because the band deserves a mention in the Guinness Book of World Records for playing four live shows in as many different locations across the UK on one day. The 16 new studio recordings on the new album list such future Quo crowd pleasers as Fakin' The Blues and Like A Zombie. Despite the song title of the new single, I Can't Give You More, it will take a damn long time before these rockers will lean back on their armchairs.

TAIL GATORS Swamp's Up - New Rose R PRODUCER: Don Leady
The sixth, nearly all-instrumental album by this Austin, Texas-based trio can be seen as the follow-up to 1985's Four Big Guitars From Texas project, which featured Texas' best fingerpickers. With his weapon, the Fender Telecaster guitar, Don Leady revives the instrumental surf rock genre, the ideal soundtrack to gangster movies and spaghetti westerns. The title track and the Steelets' classic Stamped would make good themes for rock shows as well.

KENNY THOMAS Voices - Cooltempo EHR/D PRODUCER: Ian Green
Thomas's debut album can be filed next to the works of the grand masters of soft soul—Terry Pendegrass, Gregory Abbott, and Luther Vandross. In the UK and Ireland, everyone is already convinced of his unmistakable talents. Mainland Europe should pay attention as well; the current single, Best Of You, which tastefully adds some dance beats to keep up with his time, could be the right start. In this respect, the title track is most illustrative. Whereas everyone nowadays uses a proliferation of high-tech machinery, his act is based simply on a human soul and good song material.
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How To Scout For Leadership Talent

by Daniel Flamberg

The biggest issue in radio today is the search for effective leadership. This search takes on two dimensions: first, identifying "management talent"; second, spotting managers capable of moving through the chairs.

Survival Of The Wimpiest
Finding leaders is a particularly insidious problem because behind pressing day-to-day station issues, a sinister form of reverse Darwinism takes place. This eroded human equivalent of Dutch Elm disease is called "Survival Of The Wimpiest." It strikes when an organization stifles its real leaders. Eventually, the brightest ones go to another job where they can really be appreciated or are run off. You get stuck with the plodders, the "yes" men and the ones oblivious to the world passing them by.

Fortunately, radio stations attack this problem head on. We don't leave the challenge of grooming future leaders to human resource or personnel directors. Instead, MDs, SMs and group heads take a variety of steps—often by trial-and-error—to flush out potential managers.

Relying On "Pop" Psychology
Some techniques for identifying potential are listed in trade journals or psychology publications. Others are handed down by word-of-mouth or by example. Some techniques ranging from the ridiculous to the sublime have been designed and implemented to figure out which top performers have leadership potential. Unfortunately, in the process, junior people are subjected to the worst of pop psychology. Some of the also-ran tactics are:

1. Formal mentoring. A promising employee is assigned to a senior person who acts as career guide. This assumes that everyone should be a protege—even kids who aren't clever enough to attract their own mentor.

2. Relying on "pop" psychology. Some techniques for identifying potential are listed in trade journals or psychology publications. Others are handed down by word-of-mouth or by example. Some techniques ranging from the ridiculous to the sublime have been designed and implemented to figure out which top performers have leadership potential. Unfortunately, in the process, junior people are subjected to the worst of pop psychology. Some of the also-ran tactics are:

3. Award initiative. Who will lead your organization? Who cares about what they're doing? Who is thinking about new concepts, coming up with new ideas or advocating sensible risk-taking? Who sees the big picture even if it crosses departmental lines? Encourage and look after these people.

4. Give young employees unusual challenges. Most people can handle management tasks and will grow to meet a challenge. If you suspect that someone in your organization has management potential, offer them the opportunity to rise to the occasion.

5. Test juniors on non-mainstream problems. You can learn a lot about a person's character during the performance of a large-scale assignment. This is especially useful when your bottom line is not affected. Every radio station is involved in advertising, promotion, long-term plans, liquor licenses, fundraising, drives, special events, even sales meetings or an annual company party. Use these opportunities to measure potential. Show how junior people and fast-trackers can handle management tasks and will grow to meet a challenge. If you suspect that someone in your organization has management potential, offer them the opportunity to rise to the occasion.

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Tips To Better Scouting

1. If you spot an iconoclast, look closer.

2. Look into the hinterlands.

3. Award initiative.

4. Give young employees unusual challenges.

5. Test juniors on non-mainstream problems.

6. Give junior people unusual challenges.

7. Give junior people unusual challenges.

8. Give junior people unusual challenges.

9. Give junior people unusual challenges.

Beware of the six warning signs of a brown-noser:

A. Lunching only with senior people. The astute person lunches strategically, including co-workers, peers, subordinates and an occasional senior person. Only the "ready" lunches exclusively with people who can advance his or her career. Avoid people who "suck up" to senior people.

B. Peer hatred. There's nothing worse than promoting people who are disliked because they won't engender cooperative spirit and support and they'll eventually vent their anxieties at you. If someone is a constant complainer, even brilliant performers are losers.

C. Watch of the halo effect. Some top billers and young managers quickly earn a reputation which is unreal. Even if they're in part a mark of a sycophant is the ability to say yes to just about anything. No one likes a "yes man." Beware of those too quick to agree.

D. Don't clone yourself. It's tempting to find like-minded people. Moulded in your image, the clone provides a comforting sense of immortality. However, once you're gone, clones will be exposed for being empty shells. While the halo effect may protect them for a while, clones will be enduring monuments to your folly.

E. Get comfortable with people who are different. Get tough on your own ego. Be sure that you aren't cloning yourself. Tomorrow's leaders are all around us, even if we don't yet realise it. Learn the talent scout's credo: keep your eyes open, don't take yourself too seriously and be willing to give everybody a chance to show their stuff.

Longtime industry veteran Daniel Flamberg is managing director of Morgan Radschull & Company, Inc., a New York-based advertising, promotion and public relations agency. Prior to forming MR&C in 1989, Flamberg was COO and principal sales development/marketing officer for the Radio Advertising Bureau. An award-winning creative executive, he earlier served as VP of advertising/PR for the Mutual Broadcasting System. Flamberg can be reached at (+1) 212.463.8200; fax (+1) 212.691.9805.

Exceptional leadership is the key to the radio business. While the halo effect may protect them for a while, clones will be enduring monuments to your folly.
LIVE AT THE KREMLIN
Moscow, December 8th/9th 1990.
For the very first time a rock artist performs inside the sacred walls of the Kremlin. ZUCCHERO and Muscovites and was exceptionally joined by RANDY CRAWFORD on "IMAGINE" and TONI CHIARANTINO.
This is the documentary of that unforgettable night.
The sacred walls of the Kremlin. ZUCCHERO played all his hits songs in front of 10,000.

ANDY CRAWFORD on "IMAGINE" and TONI CHILDS on "MANY RIVERS TO CROSS".

2 LP - 2 MC - 2 CD - VIDEO
Mecano's overwhelming success beyond Spain's boundaries has whetted the appetite of Spanish labels which are all now striving harder to groom their home-grown talents with cross-border potential.

Whereas just over a year ago there was barely a consensus on the export possibilities of local product, the Spanish record industry, heartened by Mecano's record-breaking progress abroad, is now looking to equal or even surpass high-flying trio's unprecedented reach. At the least, they hope the band's mainstream success rubs off on other domestic acts.

Next year belongs to Spain. The summer Olympics in Barcelona, the World Fair "Expo '92" in Seville, Madrid's designation as the European cultural capital and celebrations marking 500 years since Columbus landed in the Americas, are expected to boost Spain's profile internationally.

Comments EMI International marketing manager Ana Villacorta, "It will be up to us to take advantage of this intense focus on the country. However, the key lies in the quality of the raw talent material and, fortunately, Spain has that in abundance."

To Juan Marquez, GM of Virgin Publishing, the events, certain to attract hordes of media professionals along with tourists, should help knock down the stereo-typed images of Spain. "Let them spread the word that Spain is not just the sun, sea, and bullfighting," he says.

One thing is certain: Spain will be in vogue next year and it will be a promotion opportunity too good to pass up.

Traditions

For some labels, like PolyGram, top export acts remain rooted in the rich Spanish tradition of flamenco, led by Paco de Lucia, whose guitar work won him critical acclaim worldwide. He shared "Guitar Legend" status with new flamenco guitar marvel Vicente Amigo and other world-renowned guitarists at the Seville Expo '92 preview event in October. His latest album Concierto De Aranjuez, is co-produced by the V Centenary Society, an organisation created to help subsidise projects of common interest to Spain and Latin America. It features a live recording of Lucia's first venture into classical guitar last April, released worldwide in all formats, including video. The official presentation early November was followed by concerts in Portugal and Japan.

Says Phonogram label local ARH director Simone Bose, "Concierto De Aranjuez is a classic. Paco de Lucia's rendition has an indisputably global appeal." De Lucia is currently collaborating with another Phonogram artist, flamenco singer Canarion de la Isla, on an as-yet-untitled album set for release next spring. Isla's album Soy Gitano, launched in late October, has gone gold.

Last year, Isla and flamenco pop band Ketama brought the house down at the New Music Seminar, along with EMI-distributed act El Ultimo de la Fila. Ketama's career is highlighted by the honours heaped on its third album Songhaj on Hasibul Records, which was voted "Best World Music Record of the Year" in the 1988 World Music Festival in London.

Its debut album for PolyGram, Y Es Ke Me Han Kambio Los Tiempos, was released in France, the US, Japan, Holland, Germany and the UK, where it has received rave reviews from the press. Meanwhile, the band's latest album Para Gente Con Alma, released in late October, features strong Caribbean strains and will be promoted with a video clip, radio, press interviews and TV gigs locally and abroad. The use of the band's songs in the sound track of some Spanish TV and film productions also provide more impetus to its particular fusion of jazz, rumba and African rhythms.

Pop acts signed to the Polydor label like Miguel Rios, La Frontera, Modestia Aparte and Rico have been released in Latin America, Spain's traditional and easiest export market. Polydor marketing manager Carlos Berallo believes the company should continue with this policy. "Miguel Rios, for one, is very famous in that part of the world," he says. "He'll be playing gigs throughout the continent in November."

EMI-Hispavox's export hopes lie mainly with veteran flamenco-pop band El Ultimo de la Fila, which has performed live outside Spain many times. The band is off on a European tour in December playing in France, Italy, Switzerland, Germany, Belgium, Holland and England. "Whether a second tour in spring next year goes ahead or not depends on the results of this tour," says EMI International marketing manager Ana Villacorta. An Italian version of the band's newest album, titled Musica Loco abroad, may be launched in February. EMI already released an Italian cut of Cuando El Mar Te Tenga last June which scored moderate success on Italian radio and television.

Another EMI act set to sweep through Europe is rock band Heroes de Silencio whose latest album, released Europe-wide is well on its way to posting 400,000 units, mostly in local sales. A tour in November through Belgium, Holland, Germany and Switzerland is being planned. "Some UK concert promoters have already expressed interest," says Villacorta.

Remixing

EMI expects to register sure hits with its club mixes led by the new remixed version of Argentinian Waldo de los Rios's mozartMania, published 20 years ago and retitled Mozart In The House. The more upbeat version, released at the end of September and already receiving good airplay in Spain, is set to coincide with the Mozart Bicentennial celebrations. European release dates are still being finalised.

Former Studio 54 DJ Raul Orellana, whose remixing skills led his debut club music album Real Wild House to chart in the UK, is now signed to Hispavox. The company expects the disco-flamenco beat of Gypsy Rhythm, the first single of his new Hispavox album, to go over just as well. A strong pan-European promotion in clubs will be backed by posters and a promo video.

Warner Music's leading cross-border act is still Miguel Rios, whose rugged charm and catchy pop tunes have won over the French, Italians and Mexicans. His performance in the TV and radio event "Guitar Legends"推他更进一步的全球威望。10月发布的系列在他发行的最后专辑Chicos No Lloran包括了西班牙语在法国的版本。新专辑被安排在春季的第二轮，随着一次美国之旅，西班牙，哥伦比亚，墨西哥和美国的。

Touted as the next "Latin Lover" crooner in the Igliesias mold is Bertin Osborne, signed to Warner in Miami for its Columbia label. The band Heroes de Silencio whose latest album, released in France, the US, Japan, Holland, Germany and the UK, where it has received rave reviews from the press. Meanwhile, the band's latest album Para Gente Con Alma, released in late October, features strong Caribbean strains and will be promoted with a video clip, radio, press interviews and TV gigs locally and abroad. The use of the band's songs in the sound track of some Spanish TV and film productions also provide more impetus to its particular fusion of jazz, rumba and African rhythms.

Pop acts signed to the Polydor label like Miguel Rios, La Frontera, Modestia Aparte and Rico have been released in Latin America, Spain's traditional and easiest export market. Polydor marketing manager Carlos Berallo believes the company should continue with this policy. "Miguel Rios, for one, is very famous in that part of the world," he says. "He'll be playing gigs throughout the continent in November."

EMI-Hispavox's export hopes lie mainly with veteran flamenco-pop band El Ultimo de la Fila, which has performed live outside Spain many times. The band is off on a European tour in December playing in France, Italy, Switzerland, Germany, Belgium, Holland and England. "Whether a second tour in spring next year goes ahead or not depends on the results of this tour," says EMI International marketing manager Ana Villacorta. An Italian version of the band's newest album, titled Musica Loco abroad, may be launched in February. EMI already released an Italian cut of Cuando El Mar Te Tenga last June which scored moderate success on Italian radio and television.

Another EMI act set to sweep through Europe is rock band Heroes de Silencio whose latest album, released Europe-wide is well on its way to posting 400,000 units, mostly in local sales. A tour in November through Belgium, Holland, Germany and Switzerland is being planned. "Some UK concert promoters have already expressed interest," says Villacorta.

Remixing

EMI expects to register sure hits with its club mixes led by the new remixed version of Argentinian Waldo de los Rios's mozartMania, published 20 years ago and retitled Mozart In The House. The more upbeat version, released at the end of September and already receiving good airplay in Spain, is set to coincide with the Mozart Bicentennial celebrations. European release dates are still being finalised.

Former Studio 54 DJ Raul Orellana, whose remixing skills led his debut club music album Real Wild House to chart in the UK, is now signed to Hispavox. The company expects the disco-flamenco beat of Gypsy Rhythm, the first single of his new Hispavox album, to go over just as well. A strong pan-European promotion in clubs will be backed by posters and a promo video.

Warner Music's leading cross-border act is still Miguel Rios, whose rugged charm and catchy pop tunes have won over the French, Italians and Mexicans. His performance in the TV and radio event "Guitar Legends" pushed him further into the global limelight. The October release in France of his penultimate album Los Chicos No Lloran includes a track in French, the classic tune Madrid, Madrid. It remains to be seen whether it will chart and earn as much praise as did Mecano for its French versions. A new album is scheduled for release next spring, followed by a tour of Spain, Venezuela, Colombia, Mexico and the US.

Touted as the next "Latin Lover" crooner in the Igliesias mold is Bertin Osborne, signed to Warner in Miami where he, like Igliesias, is based. At present, he enjoys a
We are not the biggest but we are the best in Spanish music.

and also about

GIPSY MUSIC

See you in next MIDEM'92 Stand 24.06
moderate success, averaging gold on sales of his albums.

Twenty-two-year-old Alejandro Sanz, one of Warner's top national priorities, has fared extraordinarily well in Spain. His debut album Viviendo de Prisa went past gold in five months and is projected to go double platinum in record time. Warner released his album of romantic ballads in Mexico, Colombia and Venezuela in early October. "Mexico remains Spain's most important Latin American market," says local A&R head Jose Luis de la Pena.

Meanwhile, popular pop band La Union is set to travel this autumn for a series of gigs in Miami, New York, Mexico and Venezuela. They are one of the many Spanish bands who prefer to record in London because the price/quality ratio continues to surpass that of Madrid. The snob appeal attached to a London recording is also a factor.

Jazz-pop fusion group Presuntos Implicados, whose album Alma de Luz sold 170,000 units in Spain, has a clear market in Latin America and some US states, says A&R de la Pena. Its album Ser De Agua, recorded in London and released in October, has been shipped to the US, Latin America, France and Italy.

Sony Music's sultry duo Azucar Moreno (Brown Sugar), signed to Epic, is unmistakably the company's most promising and exportable crossover act. The sisters' flamenco-house and disco-rumba fusion has translated into a worldwide chart success and triple platinum sales in Spain and Latin America for their summer release, Mambo. A TV ad for Coca-Cola Lite, to be shot in Los Angeles in mid-November, may push them further into the mainstream.

While acceptance in the US and Latin American markets is more or less assured, the European market has proved to be a tougher nut to crack. Comments Sony Music MD Claudio Conde, "Introducing an artist in Europe has always been a more difficult task." However, there are encouraging signs. At press time, the single Toro era was charting number 10 in Portugal and receiving good airplay on Swedish radio.

Sony Music's obsession with the summer rage Los Manolos, whose rhumba version of Beatles songs put them in the airplay charts all over Europe, is Los Rolin. The band's entire debut album consists of Beatles cover versions in a rhumba style, produced by renowned producer Jorge Alvarez, who has also worked with Luis Cobos and Mecano.

MD Claudio Conde is banking on the presence of a Spaniard in Sony Music's London head office to boost his acts. Manolo Díaz, Sony Music Spain's former MD, is now Sony Music European Regional director. "With Manolo in London, we can expect Spanish acts to get their due recognition," he says.

In a country where local product accounts for at least 50% of total album sales, it is a small wonder that all the majors are taking meticulous care of their domestic acts. Some are even restructuring their companies with the local market in mind.
Publishing's Juan Marquez. Out of the new acts Virgin has launched, Marquez sees great crossover potential in Phoenix que Renace, which brings to mind Virgin Germany's phenomenal studio-mix hit Enigma. Phoenix que Renace adds a dance beat to such renowned Spanish classics as Concierto de Aranjuez. Its November release in Germany, France and Spain will be followed in Italy. "I wouldn't be surprised if it became more popular in Germany than in Spain," says Marquez, citing Enigma's success as a clear indication of a market for this type of product.

Virgin's cross-border expectations also rest on the duo Nativos, boosted by the strong voice of lead singer Nati Lomas. The duo's jazz/ballad renditions have a definite mainstream appeal. "How they progress in the local market will determine our export plans for them," says Isasi. The same policy applies to ballad singer/composer Jose Luis Abel, who Marquez deems a probable success in Latin America, and to teen pop band Laventura, which features a reggae track in its self-titled debut album.

International Success

BMG Ariola is probably the envy of all of the majors in Spain at present. Its prize act is Mecano, and its spectacular success in France has fast paved the way for a pan-European appeal. It must be noted, however, that its breakthrough into the European mainstream pop market came with a French translation of Mujer Contra Mujer, with its lyrics on lesbianism. Whether the song could have done as well in its original form is debatable. In a market dominated by Anglo-American product, Spanish (and other non-English artists for that matter), engage in an uphill struggle against the established lingua franca of pop.

Juan Luis Guerra topped the chart for three weeks in Holland, the first non-Latin country to take him in. He has also charted in Belgium and Portugal, and is receiving airplay in Germany, France and Italy. "It seems the colder the country, the better," laughs Sandra Rotonda, BMG International exploitation manager. The 10-piece band went on a mini-promo tour late October, swinging through Sweden, Norway, Denmark and Finland. While the likes of Los Manolos successfully exploit the country's musical roots, bands like Mecano are breaking this mold, playing a pop sound that remains Spanish and yet appeals to other nationalities. What has become more than apparent in the light of Mecano's success is that any act that holds its own and does not simply imitate Anglo-American artists can make it in Europe and the rest of the world.

Anna Marie de la Fuente
Spanish Independence

Faced with the financial clout and extensive global reach of the major labels, Spain's independents scramble to fill niches most of the multinationals are unable or reluctant to cover.

Some of Spain's 200 indie labels have been highly successful, while others are still striving to make ends meet. Mostly based in Madrid and Barcelona, and quite diverse in approach and musical sphere, Spain's indies agree that while the majors have the financial scales tipped in their favour, their very size impedes their ability to react swiftly to changes and trends in the market. "We are faster at making decisions because we don't have to consult New York," states Zafiro marketing director Jesus Pozo.

Small Is Beautiful

It is widely believed that it is precisely the smallness of the indies that works to their advantage. "Being more agile, there is more room for creativity and less red tape to get entangled in," says Frank Andrada, head of the 11-month-old Dino Music in Barcelona.

Like many indies, Dino relies on a major to absorb a significant bulk of its operations/distribution. "We make use of their infrastructure and their capacity to move massive volumes while keeping our company small and, thus, more nimble," says Andrada.

Seen from this point of view, it seems the independent labels enjoy the best of both worlds. However, a common complaint is that many of the acts they break move on to the majors once they have become successful. Comments founder and owner of Pasion Records Paco Martin, "The quality products tend to be cornered by the major labels." He laments the fact it has grown increasingly difficult to discover new local talent. "To date, our company's top priority has been national music, especially flamenco, but the creative crisis in Spain has forced us to resort to our international catalogues for some economic respite. Unfortunately, even out there, few and poor choices exist these days."

Another thorn in the independents' side is the lack of government support. "The (Spanish) Ministry of Culture has always shoved us to one side," declares Martin, adding it is getting tougher to survive without any official backing.

As in all cases, it simply comes down to the survival of the fittest. Some indies pursue similar priorities and objectives while others differ entirely. Top-selling Divusca, for instance, distributes its own catalogue of popular Spanish music and international labels. "It is fundamental to operate your own distribution in order to compete best with the majors," says DG Gabriel Orfila, taking the meaning of the word "independent" to heart. "We get along with the majors precisely because we fill voids they can't or won't fill."

Distribution

Independent dance label Metropol also follows this policy. Label manager Joan Campa comments, "We consider our own local product distribution and production a top priority." Aside from dance music, the Barcelona-based label specialises in hip-hop and pop music. "Competing with the majors means two things," says Campa. "First, you need the ability to anticipate trends ahead of them and second, you need to be effective."

At DRO/GASA/Twins, which withstood the onslaught of several takeover bids last year, allotting distribution operations to Sony Music was the price the company had to pay in order to remain a 100% Spanish independent. "In truth, there isn't much of difference (between the majors and indies) on a marketing level," says A&R manager Jose Carlos Sanchez. "The main differences lie in the kind of products we publish, in their gradual promotion and the credibility of the people behind them."

Bolstered by a good track record of breaking highly successful Spanish pop and rock artists, the independent (continues on page 28)

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TONA OLMEDO
"A MI AIRE"
Barcelona-based Ginger Music places its priorities on the distribution of its labels, both local and foreign. Having started in 1984 with a special focus on alternative music under the Ginger Music label, it later clinched the exclusive distribution deal for reputable heavy metal label Music for Nations, and in 1986, created the dance label Boy Records. Comments international affairs manager German Terol, "Our record launches are obviously not of the same calibre as that of the majors, nor are our ad campaigns as well-funded but, due to this triumvirate include Duncan Dhu, Danza Invisible, Celtas Cortos, Hombres G and Seguridad Social."

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According to founder/MD Gerhard Haltermann, formerly international manager of Discos Colombia (now BMG-owned), the company mainly handles artist-and-developer deals and offers a variety of services to help artists get their music distributed. SANNI Records finds having a major, in this case, Sony Music, handling its national physical distribution, makes it easier to concentrate on marketing, sales, and product development. Says MD Stig von Bahr, "Our competitive edge over the majors probably comes from the flexibility and speed with which we choose and develop our products."

In contrast with the other indies’ "small-is-beautiful" policy, von Bahr’s long-term objective is to further expand his company, already said to be the biggest independent in Spain. It was not until this year that SANNI Records signed local acts Los Que Faltaban, Marco and Mango. Since its founding in 1984, it has concentrated on international priority acts. Sergio Dalma, Spain’s Eurovision entry last year, whose debut album Sintiendo La Pué, has sold 350,000 units to date. Horus has the distinction of having poached acts from some majors. Maria del Monte, formerly with BMG, is another top seller. Her latest album Al Alba has sold 200,000 units.

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STATION REPORTS

Station reports include all the new additions to the playlist, indicated by the abbreviation "AD." Reports from certain stations will also include a "Power Play" (PP) track, which receives special emphasis for the week, as well as featured new CD's and LPs indicated by the designation "AL." All playlists must be reviewed by Tuesday at 1 o'clock.

UNITED KINGDOM

BBC Radio 1 /London
Paul Robinson - Prog Dir
A List:
AD "Who's That Girl?" by Duran Duran
AD "This Is How It Feels" by Erasure
AD "Think Twice" by Prince
B List:
AD "Don't Call Us" by The Rainbow Children
AD "What Have You Done For Me Lately" by Michael Jackson
B List:
AD "Addicted" by The B-52's
AD "Nightshift" by Phil Collins

Capital FM /London
Richard P - Prog Coord
A List:
AD "What's On Your Mind" by The Edwin Starr Band
AD "Here I Go Again" by Pat Benatar
AD "The Breaker" by Spandau Ballet
B List:
AD "The Sound Of Silence" by Simon & Garfunkel
AD "I Want To Break Free" by The Remainders
AD "Living In The Heart Of Gold" by Johnny Cash

Chiltern Network /Chertsey
Philip Foltz - Head Of Music
A List:
AD "I'm The Only One" by Elton John
AD "I Want To Break Free" by The Remainders
B List:
AD "The Sound Of Silence" by Simon & Garfunkel
AD "I Want To Break Free" by The Remainders
AD "Living In The Heart Of Gold" by Johnny Cash

GWR FM /Bath
Natasha Sherwood - Head Of Music
A List:
AD "I'm The Only One" by Elton John
AD "I Want To Break Free" by The Remainders
B List:
AD "The Sound Of Silence" by Simon & Garfunkel
AD "I Want To Break Free" by The Remainders
AD "Living In The Heart Of Gold" by Johnny Cash

GWR FM /Gloucester
Clive Dickens - Head Of Music
B List:
AD "I'm The Only One" by Elton John
AD "I Want To Break Free" by The Remainders
AD "Living In The Heart Of Gold" by Johnny Cash

THE LISTENERS NETWORK /Cheltenham
Bob Jupp - Head Of Music
A List:
AD "I'm The Only One" by Elton John
AD "I Want To Break Free" by The Remainders
B List:
AD "The Sound Of Silence" by Simon & Garfunkel
AD "I Want To Break Free" by The Remainders
AD "Living In The Heart Of Gold" by Johnny Cash

CHRISTIAN NETWORK /Chichester/Sussex
Clive Dickens - Head Of Music
A List:
AD "I'm The Only One" by Elton John
AD "I Want To Break Free" by The Remainders
B List:
AD "The Sound Of Silence" by Simon & Garfunkel
AD "I Want To Break Free" by The Remainders
AD "Living In The Heart Of Gold" by Johnny Cash

DOWNTOWN RADIO /St Albans
Jeff Graham - Prog Dir
A List:
AD "I'm The Only One" by Elton John
AD "I Want To Break Free" by The Remainders
B List:
AD "The Sound Of Silence" by Simon & Garfunkel
AD "I Want To Break Free" by The Remainders
AD "Living In The Heart Of Gold" by Johnny Cash

DOVER FM /Kent
Phil Temple - Head Of Music
A List:
AD "I'm The Only One" by Elton John
AD "I Want To Break Free" by The Remainders
B List:
AD "The Sound Of Silence" by Simon & Garfunkel
AD "I Want To Break Free" by The Remainders
AD "Living In The Heart Of Gold" by Johnny Cash

EAST COUNTIES NETWORK /Cranleigh
Mike Smith - Head Of Music
A List:
AD "I'm The Only One" by Elton John
AD "I Want To Break Free" by The Remainders
B List:
AD "The Sound Of Silence" by Simon & Garfunkel
AD "I Want To Break Free" by The Remainders
AD "Living In The Heart Of Gold" by Johnny Cash

RED ROSE RADIO /Preston
Boddy Mccay - Head Of Music
A List:
AD "I'm The Only One" by Elton John
AD "I Want To Break Free" by The Remainders
B List:
AD "The Sound Of Silence" by Simon & Garfunkel
AD "I Want To Break Free" by The Remainders
AD "Living In The Heart Of Gold" by Johnny Cash

SWANSEA SOUND /Wales
Vic Reeves - Head Of Music
A List:
AD "I'm The Only One" by Elton John
AD "I Want To Break Free" by The Remainders
B List:
AD "The Sound Of Silence" by Simon & Garfunkel
AD "I Want To Break Free" by The Remainders
AD "Living In The Heart Of Gold" by Johnny Cash

WINESHAM FM /Shrewsbury
Richard B - Head Of Music
A List:
AD "I'm The Only One" by Elton John
AD "I Want To Break Free" by The Remainders
B List:
AD "The Sound Of Silence" by Simon & Garfunkel
AD "I Want To Break Free" by The Remainders
AD "Living In The Heart Of Gold" by Johnny Cash

WMRF /Birmingham/Wyoming/Ann Arbor
Martin Godfrey - Head Of Music
A List:
AD "I'm The Only One" by Elton John
AD "I Want To Break Free" by The Remainders
B List:
AD "The Sound Of Silence" by Simon & Garfunkel
AD "I Want To Break Free" by The Remainders
AD "Living In The Heart Of Gold" by Johnny Cash

XTRA FM /Oxford
Phil Temple - Head Of Music
A List:
AD "I'm The Only One" by Elton John
AD "I Want To Break Free" by The Remainders
B List:
AD "The Sound Of Silence" by Simon & Garfunkel
AD "I Want To Break Free" by The Remainders
AD "Living In The Heart Of Gold" by Johnny Cash

Europe 2 /Paris
Christian Savigny - Prog Dir
A List:
AD "I'm The Only One" by Elton John
AD "I Want To Break Free" by The Remainders
B List:
AD "The Sound Of Silence" by Simon & Garfunkel
AD "I Want To Break Free" by The Remainders
AD "Living In The Heart Of Gold" by Johnny Cash

FM /Cardiff
Stefan Muller - Head Of Music
A List:
AD "I'm The Only One" by Elton John
AD "I Want To Break Free" by The Remainders
B List:
AD "The Sound Of Silence" by Simon & Garfunkel
AD "I Want To Break Free" by The Remainders
AD "Living In The Heart Of Gold" by Johnny Cash

HAMPSHIRE /Swindon
Stuart Teasdale - Head Of Music
A List:
AD "I'm The Only One" by Elton John
AD "I Want To Break Free" by The Remainders
B List:
AD "The Sound Of Silence" by Simon & Garfunkel
AD "I Want To Break Free" by The Remainders
AD "Living In The Heart Of Gold" by Johnny Cash

Isabelle FM /Tocane Saint Apre
Christian Vichi - Prog Dir
A List:
AD "I'm The Only One" by Elton John
AD "I Want To Break Free" by The Remainders
B List:
AD "The Sound Of Silence" by Simon & Garfunkel
AD "I Want To Break Free" by The Remainders
AD "Living In The Heart Of Gold" by Johnny Cash

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Stefan Muller - Head Of Music
A List:
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West End Girls
Domino Dancing
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Where The Streets Have No Name
(I Can't Take My Eyes Off You)
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Out now

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<td>8</td>
<td>Saltwater</td>
<td>Everybody's Free</td>
<td>A&amp;M (EMI/WB/EMI)</td>
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<tr>
<td>9</td>
<td>9</td>
<td>La Zoubida</td>
<td>Now That We Found Love</td>
<td>MCA (EMI/WB/EMI)</td>
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<td>10</td>
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<td>James Brown Is Dead</td>
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<td>MCA (EMI/WB/EMI)</td>
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<td>12</td>
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<td>After The Watershed</td>
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<td>21</td>
<td>The Osmonds</td>
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<td>MCA (EMI/WB/EMI)</td>
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<td>36</td>
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<td>Love On Your Mind</td>
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<td>39</td>
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<td>UK, NL, GB</td>
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<td>40</td>
<td>40</td>
<td>The Osmonds</td>
<td>The Very Thought Of You</td>
<td>MCA (EMI/WB/EMI)</td>
<td>UK, NL, GB</td>
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**Music & Media November 9, 1991**
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<td>Bryan Adams - Waking Up The Neighbours (A&amp;M)</td>
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<tr>
<td>GERMANY</td>
<td>Bryan Adams - I Do It For You (PolyGram)</td>
<td>Simply Red - Stars (Caroline)</td>
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<td>ITALY</td>
<td>Bryan Adams - I Do It For You (PolyGram)</td>
<td>Simply Red - Stars (Caroline)</td>
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<tr>
<td>DENMARK</td>
<td>Bryan Adams - I Do It For You (PolyGram)</td>
<td>Simply Red - Stars (Caroline)</td>
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<tr>
<td>NORWAY</td>
<td>Bryan Adams - I Do It For You (PolyGram)</td>
<td>Simply Red - Stars (Caroline)</td>
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<tr>
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<td>Simply Red - Stars (Caroline)</td>
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<td>PORTUGAL</td>
<td>Bryan Adams - I Do It For You (PolyGram)</td>
<td>Simply Red - Stars (Caroline)</td>
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</tbody>
</table>

**Singles**

1. Tina Turner - Simply The Best
2. Bryan Adams - Waking Up The Neighbours
3. Simply Red - Stars
4. Pet Shop Boys - DJ Culture
5. Monty Python - Always Look On The... (Decca)
6. Bryan Adams - I Do It For You (PolyGram)
7. Vic Reeves & The Wonderstuff - Dizzy (Sense)
8. Barricada - Por Instinto (Sony Music)
9. Jose Luis Perales - America (PolyGram)
10. Anon - Nothing Like Your Love (Metro Music)

**Albums**

1. Bryan Adams - Waking Up The Neighbours (Caroline)
2. Simply Red - Stars (Caroline)
3. Monty Python - Always Look On The... (Decca)
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**Dischi/Mario De Luigi (Italy); Stichting Nederlondse Top 40 (Holland); SABAM/IFPI (Belgium); GLF/IFPI (Sweden); IFPI/Johan Schlueter (Denmark); VG (Norway); Gollup/AFYVE (Spain); Seuns/IFPI (Finland); !FPI (Ireland); AFP (Portugal); Germany Top 10 Sales; IN EUROPE**

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2. Simply Red - Stars (Caroline)
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The Blessing

Hamburg-based MCA Music Entertainment has lined up a consumer competition in cooperation with Panasonic. Leaflets with multiple-choice questions are handed out along with the singles; prizes include a portable radio/recorder with CD player, as well as 100 sweatshirts. The leaflets—in a print-run of 15,000—also contain the dial codes for a Blessing hotline that gives snippets of the album. "Hurricane Room" is the current single release in Germany, but airplay is not encouraging. Says MCA Music marketing manager Jorgen Eibyr, "It's too sophisticated for the out-and-out, die-hard EHR stations. We have hired [Cologne-based independent promotion company] Splendidia, but to no avail. They all like the song, but it doesn't fit their format."

Several weeks ago, MCA issued a special double pack CD-S, including the new Neil Dorfman-produced single "Hurricane Room," and an interview with lead-singer and songwriter, William Topley. In addition, a four-track promotional CD has been released containing "Hurricane Room," "Highway 5," Make Love" and the current single "Flames." Says Eibyr, "We've mailed out 500 of these to give radio stations a little bit of a choice. If they don't want to play Hurricane Room, they can play something else and prove they really like our band.""/

Maaykel Bakker

NATIONAL AIRPLAY

MARKETING THE MUSIc

TALENT IN PROGRESS

UNITED KINGDOM

GERMANY

FRANCE AM

NORWAY

SPAIN

HOLLAND

SWITZERLAND

FINLAND

Most played records on BBC stations and major independent.

Most played records on the MDR stations and major private. Compiled by Media Control/Strasbourg.

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

Most played records on FM stations. Compiled by Radio Top Stuttgart, Young & Rahmin.

Most played records on national radios 2 and 3. Compiled by Sicketing Nederland Top 40.

Most played records on national stations BR1 and major private. Compiled by Media Control Bonn.

Most played records on radio stations and major independent.

Most played records on private radio as compiled by Discopress.

Most played records on national stations BR1 and major private. Compiled by Media Control Bonn.

1. (8) Neil Diamond - America
2. (9) Pink - Don't Start Something You Can't Finish
3. (10) Daughtry - It's Not Over
4. (11) Daughtry - It's Not Over
5. (12) Daughtry - It's Not Over
6. (13) Daughtry - It's Not Over
7. (14) Daughtry - It's Not Over
8. (15) Daughtry - It's Not Over
9. (16) Daughtry - It's Not Over
10. (17) Daughtry - It's Not Over
11. (18) Daughtry - It's Not Over
12. (19) Daughtry - It's Not Over
13. (20) Daughtry - It's Not Over
14. (21) Daughtry - It's Not Over
15. (22) Daughtry - It's Not Over
16. (23) Daughtry - It's Not Over
17. (24) Daughtry - It's Not Over
18. (25) Daughtry - It's Not Over
19. (26) Daughtry - It's Not Over
20. (27) Daughtry - It's Not Over

The Blessing

Does touring help sell heroin records? MCA act The Blessing is one of those bands which still returns to the old-fashioned way of record promotion—an album release accompanied by an extensive tour. In November and December, the band goes on a 36-date concert trek through continental Europe as a support act to Level 42.

According to MCA Records director of international marketing Chris Griffin, now is the time to embark on a more extensive concert tour to further boost the band's profile. "We realised that it is an extremely busy time [for touring], but we are destined to get the band's name and image across. It's the music that's gonna speak and people need to be exposed to it." Griffin identifies the band as having a typical style as appealing to "older kids and adults who are not necessarily singles buyers," the Q magazine segment.

Germany will be the backdrop of the campaign and the band will perform 11 dates, including Munich (November 13, 14), Erlangen (15), Berlin (17), Hamburg (18), Bielefeld (19), Hannover (20), Ludwigshurg (22), Dusseldorf (23), Offenbach (25) and Kremsen (26).
DAB (continued from page 1)

unachievable in radio broadcasting.

DAB research and development has already reached a stage to allow German telecommunications authorities to set up a DAB broadcasting service on all the TV channel 12 to digitized radio broadcasting. By then, the hardware and standards for radio receivers will be in place.

An estimated 8,000 DSR receivers have already been sold. Those sets can currently receive 16 programmes with CD quality broadcast on DTT's Kopernikus 1 satellite. The receivers can plug into the satellite programmes with very little cost involved.

Companies and research institutes in France, the UK and Holland are also hard at work on the hardware solutions. In Germany, companies such as Grundig, Philips, Telefunken, AEG, Dunlop/Benz, Intermetall, Biaupunkt and Bosch are also researching the problems involved. An engineer at Bosch, Gert Siegel, says that the aim is to have a digital radio receiver ready by 1995 that would cost about the same as a standard car radio.

Currently, DSR receivers from a small company called Technisat are selling for about DM900 (approx. US$580), while the Telefunken receivers are for a retail minimum of about DM1,300.

One of the leading companies involved in the DSR race is Technifax, a small west German firm that has filed for a patent on the technology.

The closing date for applications is 14.00 on February 4, 1992. All bidders must pay a non-refundable fee of £10,000 (app. US$17,000). The RA wishes to receive the names of the applicants, a brief summary of their programme proposals and the amount of their cash bid. The applications will then be examined to ensure that they meet the requirements of the Broadcasting Act. RA's licence fee is expected to be awarded to the highest bidder by early/Mid-March, unless the RA feels there are "exceptional circumstances which the normally interested parties to offer it to another applicant."

SNEAK PREVIEW: EMI marketing managers were treated to a special English landscape show on October 24th. Parts of the show were taped by MTP Europe to support the pan-European release of the rock Close Encounters, which is currently riding high in the German charts.

NOW THAT'S CULTURE: French minister of culture Jack Lang was a guest DJ for an hour at EHR net Skyrock on October 26, Not surprisingly, of the 12 songs played by Lang, which were selected by Skyrock, 10 were in French and two in English. Among the songs played: Mano Negra's Mald Vida, MC SOLARS Bougie de Lá and Stephan Elčer's Dejeuner on Paix.

EUROPE AT A GLANCE: Which car company is sponsoring your local radio station? Which Danish private station has picked up the officially stats? Has a German major recently reorganised its market-research department? Which Danish private station has picked up the INR2 licence?

Vive La Radio (continued from page 1)

Europe 1, predicts "the next five or six years will be crucial for the radio industry [in France]."

The licence "will be shared by the vast majority of attendees at Vive La Radio, the three-day gathering held in Paris on October 24-26 celebrating France's first national FM radio. Benoit Sillard, general manager of FM net Fun Radio and president of Vive La Radio, the event was a breakthrough for industry. The conference, held from the French Broadcasting Law of 1981—which put an end to the state monopoly of the airwaves—"he industry has come together for such an event before. It was an opening for the format, with an estimated 3,000 people, including professionals representing some 1,800 stations (non-profits, locals, networks and public services) attended the conference and market."

President François Mitrand opened the event by calling for a system that would continue to accept the diversity of the different stations, "what would be the use of multiplying the number of stations if they are all broadcasting the same songs," asked Mitrand. "the president added that, "as the index-linked cash bid and the licence fee are already in place, it is possible that INR2 could be awarded to a framework licence," which is aiming for an autumn 1992 launch. Because the BBC's transmitters and distribution networks are already in place, it is expected the winner will be able to arrange to rent them from the BBC; discussions have already taken place between the BBC and Silvertone."

The restrictions normally imposed on the BBC's packet of transmission services on the open market—designed to protect newly established radio stations—will be lifted once the BBC stops using them. "The meetings we had at the shell's licence applications for INR2 is wide open to all broadcasts, mostly because of availability of frequencies, which were selected by Lang, which were selected by Skyrock, 10 were in French and two in English. Among the songs played: Mano Negra's Mald Vida, MC SOLARS Bougie de Lá and Stephan Elčer's Dejeuner on Paix.

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While Simply Red remains steady on top for the second week, Prince's Cream single is moving to no. 3, getting its best airplay in Holland, Sweden, Denmark and France. It marks Prince's highest position in EHR so far, following the recent success of "Get Off That Peak at 10," last year's "New Power Generation" (11).

While Arista launches Liza Stansfield's new album, "Red Love" this week (see spot light on page 16), the album's lead single, "Change," is climbing up EHR. Airplay in the UK is very strong (71% of our EHR reports in that market report the single) as well as in Holland, Sweden, and to a lesser extent, Denmark.

"Genesis" crashes the EHR Top 40 with no. 22, "Real Love," scoring on 38 stations, an increase of 213% compared to last week. The single entered at no. 7, the second best debut of 1991, following Rozalla's "Ooh La La" in July, scoring a similar entry.

With on the heels of "Fly On the Wall is Jeff "Just a Good Feeling," the new Pet Shop Boys single, "If You're Ready for It," taken from the forthcoming discography album on Parlophone. Arriving at 25, it scores well in Italy, Spain and the UK.

Highest entry in Chartbound for the haunting "Cold Day in Paradise" by Simply Red. It is primarly a hit in the northern European countries in the UK, although future reports are coming in from Holland and Belgium.

The EHR Top 40 chart is based on a weighted averaging system. Songs score points by achieving an "X" number of EHR stations playing a song on a specific date. Songs in "X" position are weighted more heavily than those in "Y" position or ranked in a limited number of stations. If songs are tied, the number of hours per week committed to the format.

EHR "A" Rotation Leaders.
SIMPLY RED: "Something Got Me Started" (Warner Brothers) 5
MARIANNE KAYE: "Emotions" (Virgin) 3
RICHARD MARX: "Keep Coming Back" (Capitol) 3

EHR "A" Rotation Performance.
Artist/Title/Label
"A%"
KENNY THOMAS/Best Of You (Columbia) 90
COLOR ME BADD/I Adore (+) Amore (Capitol) 80
SIMPLY RED/If You're Ready for It (Parlophone) 80
KARYAN JEFFRIES/Head to Heart (MCA) 80
ROZALLA/Everybody's Free (Parlophone) 80

EHR Top Newcomers.
Total Stations
ENYA/Caribbean Blue (WEA) 16
A-HA/Move To Memphis (Warner Brothers) 12.

The EHR "A" Rotation Leaders are those tracks which received the highest number of popular add reports during the week. In the case of the "A" songs, they are listed alphabetically by title. The EHR "A" Rotation Leaders are those tracks which received the highest number of popular add reports during the week. In the case of the "A" songs, they are listed alphabetically by title.
Concierto de Aranjuez

de JOAQUÍN RODRIGO
interpretado por
PACO DE LUCÍA
con
LA ORQUESTA DE CADAQUÉS
dirigida por
EDMON COLOMER
Making The Most Of The Best

When a band is as big as INXS, marketing should be a pushover. First, record the album. Second, film the video. Third, let millions of fans buy the product and peripheral merchandise; and fourth, laugh all the way to the bank.

Wrong, says INXS manager Chris Murphy. "Marketing a super-group is harder than marketing a new band, as fancy as that may sound." If a new band’s first album falls out of the charts or a single flops, there is time to lick your wounds, sort out the problems and try again, says Murphy. With a top-selling band, every move that you make is critical.

"The strategy has got to be very pinpointed, very precise and it’s all got to line up, and it’s hard to get everything to line up in all the countries at the same time," he adds.

Via fax and phone, Murphy keeps a constant monitor on global record sales and can instantly see if one country’s sales are falling compared to others. "You’ve got to get a response quickly, otherwise you have, after three weeks, an album building and rising through the charts or through sales, and suddenly you have your reps and retailers and marketing guys and everyone else having heart attacks, thinking the album is not happening."

All Formats

"This campaign (Live Baby Live) has been a real test because we are going out with a four formatted configuration: CD, cassette, LP and video, which is very rare," he says.墨菲的 already considerable workload. It means making time to watch video promotion and sales and prepare a world-wide cinema launch.

The material associated with Live Baby Live is part of a comprehensive global marketing strategy. Headquartered in Sydney, Murphy is also responsible for running Mark Murphy and Associates (MMA’s original title), which he took over from his father, MBA offices in London. New York and Hong Kong (opened on November 1) are constantly in touch with the record companies distributing the album, PolyGram worldwide and Atlantic in the US, as well as distribution of the Live Baby Live video.

Demonstration copies of the Shining Star single went to DJs in early October for official retail release on October 21. The album had a worldwide release date of November 4 (available to the media on October 28) and worldwide cinema screenings of the 92-minute concert movie, Live Baby Live, were booked for late October.

Everything had to be in the right place at the right time and having to deal with scores of countries, Murphy has his own law: anything that could go wrong can’t be allowed to go wrong.

In London, PolyGram International’s marketing manager Peter Schultz says the Live Baby Live audio and video is being closely associated with the dozen or so cities in which the album was recorded. "The TV spots we’ve done are very clearly a plug for the video live at Wembley, a plug for the album, and at the end, with the final shot of the sleeve, you’ve got CD, cassette, LP and laserdisc."

Every country has clear instructions that it is responsible for its own advertising, its own layouts, but "this is the way we want it to be and we stress everywhere, we want equal billing for the video." Live Baby Live is being marketed as "the greatest hits, live," says Schultz. All the billboards, posters, radio and television advertising is geared to remind people that the album is a package of the best tracks.

The Campaign

Each country has its own system of working. Video is big in Australia, as is radio. In France, says Murphy, radio is more important than video. "You have to try to work each territory and respect their problems," he says. Murphy says he has had to make adjustments—particularly relating to the release of the single Shining Star—for the UK market. "They have this very instant situation: debut albums at number one and the pressure on singles [to] debut very high and jump very quickly, otherwise you fall off the radio chart list," he adds. While new bands have time to generate interest, a super-group like INXS, has "the pressure of entering the charts high and motoring up them pretty quickly."

By way of contrasting perspectives, Schultz says the French market is very slow and takes longer to break singles. "Usually they miss out on singles. So, if the UK releases four singles on an album, by the time the UK gets onto the third, the French are considering going on to their second one. The French are just releasing Bitter Tears (from X) as a single, but suddenly they discover they’ve got a live album."

Murphy says that well before anything happened for INXS in London, other European countries had already opened up. While the English music press was doing its worst, INXS was number one in France and top 10 in Atlanta.
is to sell the video and audio through the same media. Although they are different programmes, they carry the same artwork and titles and are both INXS live.

"The video markets in Europe are all very different," says Schultz. The UK has a very advanced market, huge sales potential and stand alone video shops. The French market has equally taken off, but in a lot of countries in Europe, even Germany, which is the biggest record market in Europe, the video market is comparatively primitive. So we’re putting a lot of effort into developing the market."

"This has been one of the biggest projects ever undertaken by PolyGram Video International both in terms of the production and the marketing activities," says head of marketing Nadia Ostacchini. "We have overseen the international screenings with a list of venues that reads like a tour itinerary from London to Rome to Finland to 34 screenings across France. Every territory has participated in what we believe to be a truly multinational event."

The Media Package

Between MMA and the record company, anyone who can be useful in promoting INXS can get most of what they need to do so. An "electronic press kit" is available on VHS tape. The 30-minute programme, "Talk Baby Talk", includes a history of the band and a few excerpts from Wembley, involving interviews with each of the six members. Working out who is who—particularly with three Farris brothers—is confusing, but there is plenty of material for radio and television producers to put together inserts for programmes.

Schultz says the tape is useful to the sales force as a visual biography, and it’s good to have extra copies for any INXS fans in retail operations. "They love having things like that, but primarily it’s a tool for promotion. A lot of countries do use them quite extensively for TV broadcast." Schultz says it is not yet an essential tool for promoting a band, but the trend is in that direction. "You can do a very modest one on a new band and be very economical." An audio interview with the band was to have been made available but a series of technical problems scotched an otherwise good idea. Instead, a 55 page hand-written transcript of the interview has been made available for any radio station that wanted INXS voices in the studio.

Along with "Talk Baby Talk," there are three television advertisements for the album. They use a cut from the Wembley concert, introduced by an Australian voice announcer. "Ladies and gentlemen, would you welcome the greatest rock 'n' roll band in the world - INXS."
INXS
LIVE
BABY
LIVE

COMPACT DISC ★ CASSETTE ★ ALBUM
features
15 CLASSIC HITS RECORDED LIVE IN 15 CITIES AROUND THE WORLD
plus THE BRAND NEW TRACK 'SHINING STAR'

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