Music Sales Drop 11%

Reunification Benefits Wear Off In Germany

The retail value of the German music industry increased modestly for the first half of 1992, rising an estimated 3.1% to DM1.12 billion (app. US$5.8 billion), according to unofficial estimates of the country's music trade group BPW. If club sales and others are taken into consideration, the total value of the industry stands at DM1.16 billion.

French record sales slipped during the first six months of 1992, with total shipments down 11.1% to 51 million units. At Fr2.5 billion (app. US$550 million), turnover increased 2.5%, according to figures supplied by industry organisation SNEP. Single shipments slumped 38.3% to 6.4 million units worth Fr110.3 million, a 27.3% drop.

Low May, June Add To Unit Declines In France

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During the first six months, CDs accounted for 73% of the turnover, cassettes for 23% and singles-based formats for 4%. Vinyl album shipments dropped.

MTV Affiliate Radio Network Links Up

MTV Europe and London-based programme supplier Unique Broadcasting have signed their first radio stations under the newly formed MTV Affiliate Radio Network (MTV-ARN).

MTV Europe Senior VP Manfred Zumkeller, Elektra Entertainment chairman Bob Krasnow and Warner Music Italy/france president Marco Bignotti.

Russia Prepares New Media Bill

by Marlene Edmunds

Russian president Boris Yeltsin's return from the West with aid and trade packages has been good news for that country's broadcast officials, who are now setting the stage for a more attractive regulatory and financial climate for investors.

The developments have European broadcast executives lining up for a piece of the action, and the French are at the forefront.

Europa Plus France president Georges Polinski, the man who put together the French broadcaster Europe 1's Russian ventures-Europa Plus/Moscow and Europa Plus/St. Petersburg--has been instrumental in helping draft the new Russian media bill. That bill is expected to be put before parliament in late summer or early fall. Working closely alongside Polinski were Hervé Rony, French AM network RTL's business development director, Bertrand Delcros, GM (see pages 17 & 18).

No. 1 in EUROPE

Europe's Hit Radio MADONNA
This Used To Be My Playground (Sire)

Eurochart Hot 100 SNAP
Rhythim Is A Dancer (Logic)

European Top 100 Albums ELTON JOHN
The One (Rocket)
West London Tests New Community Radio Station

by Stephen Leigh

Former pirate radio station Time Radio has begun broadcasting legally as West Lon-
don Radio (WLR). The station went on the air after a three-
year battle to secure the 28-day test licence and will be moni-
tored by the Department of Trade and Industry.

If the pilot scheme is suc-
cessful, operators PR Music Management—who record and develop black music artists—will bid for the £200,000 licence fee when it comes up for renewal in October.

WLR, broadcasting on 101.6 FM, is a 24-hour a day mix of dance and club music, news and features aimed at West London's large Afro-
Caribbean community.

Says co-partner Paul Lyn-
ham, "North and south London both have Afro-Caribbean radio. West London has the biggest Afro-Caribbean popula-
tion without a radio station, while west London's Chinese, Arabs, Indians and Greeks all have community stations. He adds, "We have 25 pro-
fessional DJs at the ready. More importantly, we also have the necessary money lined up to buy the franchise, which has been promised by future share-
holders."

Station manager and break-
fast-time DJ Al Spencer says of the test licence, "It's essen-
tial that no mistakes are made. Any hiccup could destroy our chances of getting that all-
important franchise."

Sony Backs New "ID" Dance Label

Sony Records UK has signed a deal with American dance pro-
ducer Steve Hurley to create a new imprint, ID Records.

The label is an extension of Hurley's ID Productions, and will issue singles on an interna-
tional level (outside of North America). Officially, ID Records seek individual licensing deals for each record after the initial white label club promo-
tion.

"The potential is there, but the way music is treated is not so different. I would say that I was feeling good at Inter and was a station manager who had a few part-time gigs, and that he doesn't have any plans to return to radio, and that he doesn't have the feeling of stopping something," Comments Bigot, "I con-
sider radio, TV and the record industry as part of the same com-
munications and entertainment field. The problem in both cases is to produce programmes and sell them. The nature of these programmes is not so different. I am just getting involved in a dif-
f erent aspect of what I consider the same field. And I think it was about time for me to discover the other aspect of the business."

Bigot says his decision has nothing to do with him getting tired of his job at Inter, an old sta-
tion, where changes are known to be hard to implement. Says Bigot, "I was feeling good at Inter and I could have stayed. I would say that I have done 80% of what I wanted. I could have been given a position of freedom thanks to Inter's programme director Pierre Bouteiller."

Bigot is critical about the way music was treated by the radio stations, however. He comments, "People join radio sta-
tions in the first place because they believe it is what they are standing behind it constantly checking the quarterly figures."

Bigot praises the work done in little over 18 months by the team formed by FNAC Music. GM comments, "The idea for the label was ours. We felt that ID Productions had sufficient reper-
toire and talent to merit a label. We will be making significant commitment to breaking the im-
print."

"People will not specify what the financial arrangements of the deal were, but stresses the most important element is the major's ability to help promote the records."

"What will really count for them is the promotion we make around a record, for it is really important to be able to break new acts."

"People also promises that the label deal will allow ID Productions to track a simultaneous release around the world—even some-
times releasing in the UK before the US, as with Donnell's Sym-
phony."

ID Records will continue to be run by Frank Rodriguez and Hurley.

FRANCE

Bigot Explains His FNAC Choice

by Emmanuel Legrand

Yves Bigot, music director of public news-talk station France Inter told the music industry by surprise last month by announce-
ing that he will join FNAC Music, the record company set up by retail giant FNAC in 1991.

He accepted the position of deputy general manager, in charge of A&R, promotion and marketing.

Bigot had worked some 19 years in the radio industry (17 years at the Europe 1 net and two years at Inter). He is a highly regarded professional, who was praised for the job he did at Inter, where he established a music policy open to all styles, and he proved not to be afraid of taking risks. In addi-
tion to his radio activities, Bigot was also a music writer for the daily newspaper Libération and editor-in-chief of the music TV programme "Rapido," hosted by Antoine de Caunes and broad-
cast on the UK's BBC.

Two conditions of Bigot’s decision surprised the industry: first, his decision to step out of radio, and secondly, his choice of FNAC. The prophet of the non-biggest record label. On both counts Bigot has a clear answer. He says "this is not a farewell to radio," and that he doesn't have the feeling of stopping something," Comments Bigot, "I con-
sider radio, TV and the record industry as part of the same com-
munications and entertainment.
Videomusic Joins Sony In Red Hot & Dance Promotion

by David Stounsfield

Videomusic, the 24-hour TV music channel, is partnering Sony Music's Epic division in the promotion of Red Hot & Dance. The new compilation album aimed at raising money for AIDS research. Videomusic is giving maximum rotation to the album's promo advert and will screen tracks from the Red Hot & Dance home video when it is released on the domestic market in September.

Says Videomusic programme director Massimo Bertolacci, "We gave a great deal of exposure to the previous Red Hot & Blue album and we'll give even more to Red Hot & Dance."

Videomusic has devoted space to the AIDS problem for the last eighteen months. It has featured information in its "Hot Line," "On The Air," "Blue Night," "Metroplex" and "VMD Giroprate," programmes, plus "Music Fax," the station's teletext service. It has screened AIDS benefit concerts featuring Italian artists and second exclusions from the domestic market for the Freddy Mercury Tribute Concert for AIDS Awareness staged at London's Wembley Stadium on April 20. Italy's Ministry of Health has chosen Videomusic as the official channel for an AIDS information and prevention campaign aimed at young people.

Videomusic's commitment to the problem of AIDS was noted by Simon Watley, a financial administrator executive from the UK's Red Hot organization who attended a launch of the Red Hot & Dance album in Milan. "They should be congratulated for their intelligent approach."

Watley also revealed plans for Red Hot to make five TV fiction feature films. Names confirmed include directors Wim Wenders and Jane Campion, plus Eliza-

The council had not followed the cor-

rizations for the 22 stations.

Niet-Openbare Radio's] to see

private

Contact stations are being care-

ed to domestic talent only. The first release

company, has launched Mega label, devot-

ed to domestic talent only. The first release

the I2-piece ragamuffin band Niu Tenici,

is the 12" mix single Affita Una Ferrari by

Radio Gemini One/Padova.

Radio Antigoon [which broad-

stations are free to break the law. "The

Radio Contact file before decid-

ing on new steps --why not?"

"Normally, stations are given a 30-day notice to defend themselves, and the minister receives a full report from the council within another 30 days. The council have left out one part of the procedure and I will severely attack their methods." Neys added that he feels the for-

mer Radio Contact stations are being made the subject of a "witch hunt," while other stations are free to break the law. "The most significant examples are Radio Antigon [which broadcast-

casts with 3-4 Kw]. Radio Cen-

traal [which recently broadcasted the BRTN's Radio 3 signal on a second transmitter]. The private radio Laser FM which does-

n't have a licence at all. The cOUNCIL hasn't made any objections against them --why not?"

Neys expects that the private radio council will reconsider the Radio Contact-file before deciding on new steps against the alleged network situation.

Minghi's "Cuore" Gets Worldwide Release

Amedeo Minghi, whose latest

album I Ricordi Del Cuore (Fonit

Cetra) topped the national album

charts and has sold more than 350.000 units so far, will be mar-

ceted throughout Europe, South

America, Canada and Japan. The album will be released in the

GSA on the Viva Music/Mint Records

label and in Holland on RCA in October. Deals for October release on the Spanish and French markets are currently being finalized. Minghi will support the release with a radio and TV promotional tour and concert dates in major European cities.

Vatene Amore will be includ-

d as a bonus song on the album.

Originally a 1990 San Remo Song Festival hit by Minghi and domes-
tic female artist Mietti, the new version will retain Minghi's Italian lyrics, but the female part will be recorded in French, Spanish and possibly English. The title track I Ricordi Del Cuore, which also acts as the title track for Italy's first soap opera "Edera," will also be recorded in Spanish. "Edera" will be screened on Spain's RTE channel this winter and Minghi will record the song in French and English if the series is sold to broadcasters in France and Germany.

Miriam B. Westercappes's Int'l Coordination and Man-

agement company is handling Minghi's busi-

ness affairs on the international market. She confirms the artist will present a live showcase concert and press conference in Cannes at Midem 1993. Release of I Ricordi Del Cuore is slated for spring 1993 in South America, Canada and Japan, with five promotional tours scheduled for the autumn.

Minghi is receiving radio exposure in the GSA following the release of his album Nene and title track CD single on those ter-

ritories in May. Bayern 3, Radio Bremen, WDR, Rias Berlin, SDR 3 and Radio Aktuell in Germany are all giving airplay to the project, as are Swiss stations Radio Z, Radio Lusach Wint-

terthur, Radio 24, and DRB.

Network Police Check On Radio Contact

by Marc Moes

The 22 Flemish former Radio Contact stations are being care-

fully investigated by the Flemish private radio council, [Raad

Niet-Openbare Radio's] to see whether anti-network regulations are being followed.

Cultural minister Hugo

Weeks was advised to sanction the stations within a week after the council confirmed the author-

ization for the 22 stations. Despite the fact that all 22 stations but Radio Contact NL Brussel have changed their names, indications that the network still exists included a simul-
cast from the Radio Contact NL Brussel studio and the contact logo on the Super 50 chart in the Flemish media. The minister's administration pointed out however that the council had not followed the cor-

tec Procedure to ban the 22 sta-

tions, and that they will have to start proceedings again. Says Radio Contact Brussels council and board member Freddy Neys, "Normally, stations are given a 30-day notice to defend themselves, and the minister receives a full report from the council within another 30 days. The council have left out one part of the procedure and I will severely attack their methods." Neys added that he feels the for-

mer Radio Contact stations are being made the subject of a "witch hunt," while other stations are free to break the law. The most significant examples are Radio Antigon [which broad-

casts with 3-4 Kw]. Radio Cen-

traal [which recently broadcasted the BRTN's Radio 3 signal on a second transmitter]. The private radio Laser FM which does-

n't have a licence at all. The cOUNCIL hasn't made any objections against them --why not?"

Neys expects that the private radio council will reconsider the Radio Contact-file before deciding on new steps against the alleged network situation.

WHAT GOD WANTS
Niche Format Works For RTL In Berlin

by Miranda Watson

After under one year on the air, EHR/AC broadcaster RTL 104.6/Berlin is the number two private station with 190,000 listeners per average hour, according to the Media Analyse '92 radio ratings—over double the station's initial target of 80,000 listeners per hour.

The station, wholly owned by Luxembourg-based broadcaster CLT, achieved the result despite stiff competition from 19 other stations in one of Germany's most competitive radio markets.

PD Arno Müller now faces the question of what to do for an encore. He comments, "It'd be great if we could become the 'encore.' He comments, "It'd be

Targeting The 14-39 Age Demo

In the 14-39 age-group, RTL 104.6 is the leading station, ahead of EHR formatted statius such as Radio 4 U, DT 64, Rias 2 and Energy 103.4. Müller says there are eight stations all competing for this target audience in Berlin. He points out that only four stations are competing for the 40+ age group, which makes things easier for Hummer,6 to win listeners.

Other broadcasters have said RTL 104.6 has been trying to buy listeners with cash give-aways. However, Müller defends his station's promotional strategy wholeheartedly. He says, "Other stations spend a lot of money on features and news. We save this money and spend it on our listeners. Our listeners want promotions and competitions. We researched what sort of prizes listeners wanted and it was money. Promotion is part of our programming. There is no other station on the Berlin market doing this sort of thing. If our listeners didn't like what we were doing they wouldn't tune in."

Another criticism which has been directed at RTL 104.6 is that it is just modelled on US top 40 radio and that it doesn't take local cultural factors into account.

Müller says he thinks it's possible to talk about know-how and culture in the same breath. The US, he says, has over 7,000 stations and the programing in know-how is on a much higher level than in Europe. Müller continues, "We just don't have the history in Europe to build up our radio know-how. That's why I looked to the US. The Japanese came to Europe to learn to build up our radio know-how."

Müller says that RTL 104.6 is a completely different story, with 19 stations competing for listeners. It was for this reason, he says, that he took the niche-formatting approach to launch RTL 104.6. "We are probably the most formatted station in Germany at the moment. I'd say it's definitely the secret of our success. However, I don't think our success will necessarily change the way of thinking of other programmers. If they run a station in a market where there isn't stiff competition, they are unlikely to change."

Madrid Prepares For Musica In Las Ventas

A selection of Spain's finest pop artists will be playing a series of late-summer concerts in the world's largest bullring in Madrid for the third consecutive "Musica In Las Ventas" festival. The September 3-16 series of seven concerts will be topped off by two members of Spain's biggest-selling act since the mid-80s—Mercan. The organizer, Madrid's regional government, is hoping to attract radio and TV interest as in previous years.

Los 40 Closes Elton Feature With Live Spot

Top EHR network Los 40 Principales completed its special Elton John coverage with the live broadcast of his Barcelona concert on July 21. The concerts, a project which included the exclusive airing of John's latest album, The One, and a rare interview granted to Los 40 disc jockey Joaquin Llupi.

The live broadcast, held in the football stadium Miniestadi del Futbol Club Barcelona, was presented by Los 40 disc jockey Julian Ruiz and Jordi Casauliva.

The artist's tour of Spain, the longest he has ever made, included the cities of Madrid, Seville, Oviedo and La Coruña. His first gig was moved from July 13 to 14 because of technical problems, an inconvenience he was up for by appearing nearly half an hour earlier.

Los 40 deputy PD Sandro d'Angeli confirms that the net acquired the exclusive broadcast rights to the concerts of nearly all the top visiting artists. Amongst the best known are Michael Jackson, Guns 'N Roses, Bruce Springsteen and the Dire Straits. "We either broadcast the whole of a gig in this case or a portion as with Springsteen, when we aired five to six songs."

AIDS Help From WEA — Prince, who celebrated his 34th birthday in Hamburg during his current European tour, requested that his local record company, WEA Music, make a donation to an organization that cares for children with AIDS instead of presenting him with a personal gift. Pictured is WEA MD Gerd Gebhardt (left) presenting a cheque for DM20.000 to Marianne Landeck from the Akion Jugendshutz organization, which has set up a model project in collaboration with the University of Hamburg.

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Germany: Mal Sondock, tel: 49-221-32-1091 fax: 49-221-31-7600

CD Is Market Leader In Sweden, Norway, Finland

by Karl Roger Ottesen

The IFPI organisations in the Scandi countries have all reported the CD as the number one sales carrier in their recent surveys. Sweden, Norway and Finland all showed an increase in revenues, although the total number of units dropped in both Sweden and Finland.

Sweden, Scandinavia's largest market, experienced a 7% increase in revenues in the first six months of the year compared to the same period last year, but registered a 1.7 million drop in shipments. CDs accounted for nearly 80% of the total sales. Vinyl albums rank second in terms of revenue, with cassettes third and singles in fourth place.

"Concerts have been a key issue," Swedish music industry adviser Thomas Stenmo, "the album configuration hung in for a long time until three or four years ago, when the CD suddenly gained importance," he said.

IFPI Norway reports a 21% increase in revenues on last year's six-month period, taking the total up to Nkr242 million (app.

SCANDINAVIA

US $38 million). Total units rose by 4%, up to 4.6 million. CDs gained 64% in monetary terms, cassettes slipped 25% and albums fell 66%. The single format registered a 3% gain, in spite of an overall downward trend.

The Finnish music industry witnessed a 7% increase in total music shipment revenues for the first four months of this year, while registering a 12% decrease in units. From January through to April, Finnish bought 2.2 million units of music for over Fill80 million (app. US$138 million). Total revenues for CDs jumped 35% to Fill42 million, while LPs slipped 28% to Fill14.5 million. Cassettes were up 1% to nearly Fill24 million. Unit sales for LPs and cassettes went down by 36% and 20% respectively, while CD units headed up 27%.

Meanwhile CD unit sales in Denmark reached a total of 2.5 million copies, accounting for nearly 60% of total record sales in the first half of the year. Revenue figures were not available.
Secrets To Survival: Programming Consultants Take The Floor

The increasingly competitive European radio landscape is forcing broadcasters to take a good look at their product and work out ways to ensure their future in the market. Imagination, risk-taking and a sound knowledge of the competition are essential to a station's survival—and this is where the talents and experience of consultants are proving invaluable. Five programming consultants gave us their recipes for success.

**K now your enemy is programming rule number one,** according to Patrick Fillioud, President/CEO of Ozone Radio in France. And he knows a great deal, having set up "L'Observateur de Radio," a service which provides detailed programme analyses of the major French broadcasters.

"A station should begin by recognizing its competitors," he says. "Once it has done that it should not be afraid to work out its own programming policy.

He advises programmers not to imitate others, but to find their own identity. "It is not by copying your rivals that you will beat them.

The possibilities for creative programming are endless. He stresses the community role of radio, citing community services and charity features as essential to defend important issues and to strengthen the bond between radio and its listeners.

"It is not by copying your rivals that you will beat them."

— Patrick Fillioud

On the subject of listener competitions he is less effusive, however, seeing the risk of ever-increasing prizes as a serious threat. "Every programmer must ask, 'What does this promotion offer my listener?'" he says. Programming consultants are among the most important things programmers can offer as know-how and experience. "It is a matter of having learned via your mistakes," he says.

His advice to station programmers is straightforward: know the rules and work hard, to which he adds, "Programmers must think of their job as a craft and not try to be too ingenious. They should believe in the value of research and use it. This will enable them to be the more creative.

Programming in Germany is heading increasingly towards American-style tight formatting he says, especially in markets with more than two stations. "As competition increases broadcasters are directing their programming towards American-style tight formatting he says, especially in markets with more than two stations. "As competition increases broadcasters are directing their programming towards American-style tight formatting. Stations must be daring in order to overcome competition, otherwise future programmers will be turning out very weak product,"

According to Ongaro, very few programmers think about how to get the best out of radio. He advises, "Talk shows, music, competitions and interviews are the main ingredients for a good radio show, but these need to be packaged in such a way as to hold both listener and advertiser interest." He sees his company as offering stations a way of overcoming the financial restrictions by finding commercial clients who are keen to merge promotional tie-ins with interesting editorial content.

Sales tie-ins is an area that Dwight Douglas, president of Atlanta-based Burkhart/Douglass & Associates, is sceptical about. Known in Europe for his work with France's Fun Radio, Douglas is adamant that listener involvement with France's Europe 2 and Skyrock and Germany's Radio Sala, he echoes the thoughts of Fillioud, advising programmers in each country that "you need to recognize which factors are challenging you. Once you have done that you must do your best to create a product which is unique." But where do consultants fit in? Expertise and a wide knowledge base, he says. "Programming consultants have the advantage of a wide knowledge of the field and also of being in contact with other experts. It is always much more productive when you can work as a team and pool ideas.

Roberto Ongaro, President of Milan-based Audio Radio Services, explains that the particular problems surrounding programming in Italy are largely due to a national culture which is primarily television-based. The radio industry in Italy is still suffering from over-saturation and an absence of any coherent regulatory system, which discourages programmes from taking financial risks on personnel and products. "Most of the more skilled programmers in Italy work for TV, while radio is still overlooked because of the budget problems," he says. He is a firm believer in taking risks. "Radio is a medium that asks for a great deal of imaginative programming. Stations must be daring in order to overcome competition, otherwise future programmers will be turning out very weak product."

"It is by having learned via your mistakes," he says.

— Dwight Douglas

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**MUSIC & MEDIA AUGUST 8 1992**
A List:

ATLANTIC 252/London

A List:

1.

B List:

AD

B List:

KISS FM/London

playlist, indicated new recieves all new additions to the Shamen-Rosette- How Do

Bobby Brown Humpin' Brand New Heavies- Don't Let

Mr. Fingers On A Mani, Try To

Gwen Guthrie- You Never

Betty Boo- Let Me

Wilson Phillips- Give It Up

Prefab Sprout- If You

KWS- Rock Your Baby

ANTENNA NAY/SH/Do- Producer

Paul Weller- Uk Huh Mr. Big. Green Tinted

Vondross/Jackson. The Best

Incognito Change

Esperanto- Love Is

Robbie Craig. Magic

Vondross/Jackson- The Best

Rosette How Do

Joe Public. I

Fishbone Everyday Sunshine

Enya- Book Of Days

T-42- Desire

Meryn Cadelk The Sweater

George Benson- I'll Keep

Babyroots Rock Me

Prefab Sprout- If You

Annie Lennox. Walking On

Erasure- Loy All Your Love

Nirvana- Come As You Are

Art Mengo- Hove

Power Play:

Mariah Corey- I'll Be There

Jason Donovan. Mission

Ringo Starr. Weight Of The

Marc Almond- The Days

Neil Diamond All

Carole King- Now And Forever

Bruce Springsteen- 57 Channels

John Lennon- Instant Karma

ANTENNA 1/Radio Sunshine- Producer

Brian Johnson- Shoot To

A List:

B List:

CCW- Sweet Sister

Hi -Five She's Playing

Siouxie/Bonshees Face

Make Brennan -Jealous

CCW- She's Playing

Hi -Five She's Playing

Siouxie/Bonshees Face

Make Brennan -Jealous

Glenda St John- Help Me

Gretchen Ziggler- It

Mango Groove- Special

Mariah Carey- Don't Let Go

Kanye West- I Don't Wanna

Kanye West- I Don't Wanna

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Kanye West- I Don't Want...
STATION REPORTS

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- ADVANCE Reviews on New Hot Records.

To start service, simply fill out and mail the coupon today. For even faster service, call 312-6691961 or FAX 312-6691811.
AWAY, this is the sung version of the original ethereal Clannad instrumental Downtown Radio/Belfast HOM John Roshposure plays the single to death. "We've got a double interest. It's a good thought-provoking pop gem. Radio Royce has never been a hit. This respect-ful cover version means a revenge for the beautiful soul ballad itself.

THE COVER GIRLS
Wishing On A Star- Epic AC/EHR PRODUCER: The Cover Girls/Andy Marvel Believe it or not, the original by Rose Royce has never been a hit. This respect-ful cover version means a revenge for the beautiful soul ballad itself.

ROYCE

THE COVER GIRLS
Wishing On A Star- Epic AC/EHR PRODUCER: The Cover Girls/Andy Marvel Believe it or not, the original by Rose Royce has never been a hit. This respect-ful cover version means a revenge for the beautiful soul ballad itself.

POWERPLAY
Two Worlds, Two Hearts- Van R/EHR PRODUCER: George Konoyman/Simon Nevinson. In this time when rock bands seem to run off the mill, we could do with a really heartbreak specimen. Try the energy out of a Dutch powerhouse.

SONIC YOUTH
100% DGC PRODUCER: Butch Vig/Sonic Youth. Are you experienced? Are you 100% shock proof, then try this one. It's difficult, but didn't we think the same of Nirvana last year? Co-produced by vigorous Vig, the man behind million seller Nirvana, this is the top of the alternative iceberg.

BRUCE SPRINGSTEEN
"St Chuunels (And Nothing"
"St Chuunels (And Nothing"
G) Columbia EHR/PRICE. Little Stearns and M&M are happy the "Boss" is singing about TV instead of radio. This remix of the track taken from the Human Touch album is enhanced with fragments from news shows during the recent racial L.A. riots.

LAURENT VOULZY
Paradise System- Ariola AC/EHR PRODUCER: Laurent Vouly/Michel Couvercel Is this the same kind of synth-dominated pop with a high IQ level. And it's a hit in France.

JOVANOTTI
Lovey, Free D/EHR PRODUCER: Michele Cartonzo Looking for real "nuppers delight?" Try the Italian way! Rap plus the Italian language makes a winning combination, and Jovanotti is a natural. He covers all different
tastes in hip hop. The back streets of Milan meet the Bronx on the track Televisione, Televisione, while he practises the more smooth jazzy variant on Estate 1992. "Come me fato" in the nuppers company he also quotes the melody of a pop classic. I'm A Man by the Spencer Davis Group is included in Benvenuti Nella Giuglia.

ANN PEEBLES
Full Time Lover- Bullseye AC/EHR PRODUCER: Ron Levy Soul music's most precious voice reboounds. Strangely enough her first album without longtime collaborator producer Willie Mitchell bears the stamp of the soul professor more than her recent works with him. Lyrically she matured from the Part Time Lover she was in the 70s to the current Full Time Lover. Check out I Can't Stand The Rain, the semi-acoustic remake of her classic bit, and her Stones cover Miss You.

SOFT PARADE
Yearning/Aanit/Last West A/EHR PRODUCER: David A. Stewart In the post Eurythmics period Dave Stewart gets more European than ever. His Anxious label gets a fresh input from the continent with this Dutch neo-psychedelic band named after a Doors album. It also marks the first release after the new licensing deal with West End. The singer Who When Violent Meets the sweetest kiss listeners of alternative radio could get.

WAS (NOT WAS)
Hello Dad... I'm In Jail- Fontana EHR/D PRODUCER: Don Was/David Was a.o. The Was brothers and co. never sound like has been on this ultimate compilation. On the contrary, they are always on the front-line of dance defining the term according to tried and tested soul principles. Tell Me That I'm Dreaming is space soul super imposed on house beats. The single Shake Your Head is doing especially well in the UK. Explains BRMB/Birmingham HOM Robin Wall, "The success of this single is based on the brilliantly irritating hook chorus, that won't leave your mind any- more. Secondly it is a re-recorded version with Kim Basinger replacing Madonna who sang the original version some 12 years ago. It's both a dance and a gimmick record that gives DJs something to talk about. Research, however, proves that we have to be careful with a record like this, because a fraction more people dislike it. Conflicting information is dangerous."

Singles and albums featured in New Releases are listed alphabetically. Each record is recommended for format or programme suitability. Abbreviations used include: EHR, AC, R (Rock), D (Dance), C (Country), J (Jazz), EZ (Easy Listening), NAC (New Adult Contemporary), A (Alternative) and M (Mellow). Records mentioned in New Talent are by artists signed to independent labels for which license and/or publishing rights are available, except as noted. Please send your samples to Robben Till/Machgiel Bakker, PO Box 9027, 1006 AA Amsterdam, Holland.
Building Reaction To Outside Broadcasts

by Joanne Crosson

All right, confess. For the most part, we'd all like to just sit in a studio wearing sweatpants and T-shirts and not have anyone bother us. But the fact is that part of your responsibility as a personality is to interact with your listeners at outside broadcasts (and elsewhere).

There are several common-sense factors to consider. You should dress neatly and appropriately. Sorry folks, but torn jeans and bare feet (I've seen it happen) are not possible. Wear a station shirt or jacket that makes you easily identifiable to your listeners and potential listeners.

Second, make it memorable for people. Have a positive, energetic attitude. Remember, you are not just earning the OB fee. You're there to do a good job for the client and you're representing your station. It's important to make a good impression. It also helps if you have something—cassettes, balloons, photos or some sort of station merchandise—to hand out to people who stop by to see you. It can make it a really great experience for a listener to be greeted enthusiastically by a personality he or she enjoys and to have an autograph or station souvenir to take home.

It's hard to do this all alone. Try to have someone from the station come with you to help you stay in contact with the studio and hand out prizes. It's important to pay attention to people who've taken the time to come out and say hello, but don't let your on-air work suffer as a result.

This can be a difficult balance to strike. Remember that most of your listeners are not at the OB—you still have to have an air product that the others enjoy listening to as well. Make an effort to have something interesting to say or something fun going on every time you go on-air. It doesn't have to be anything major, but it should sound as if you're having a good time and want your listeners to have one, too.

Don't play too much to the crowd. If you want your listeners to applaud or cheer when you go on-mike, that's fine every once in a while. Or if you want to involve the crowd by playing trivia games, that's fine, too, but it shouldn't become the main focus of what you are doing.

Use your off-mike time to work the crowd. Be pleasant. Be funny. Be the person people expect you to be, based on your show. There's always the temptation to hide in the station van to escape the occasional "fan" who's demanding and annoying. Don't do it! Be polite, but keep moving.

That's usually effective at deter- ring those who tend to be overly enthusiastic and take up too much of your time. Every person you meet in your capacity as a personality for your station is like meeting 10 or 20 people. The impression you make on one is multiplied every time. Meeting you is mentioned to family, friends, neighbors and co-workers. Think about the impression you want your audience to have of you and treat each person you meet at your next OB accordingly. You'll be surprised how far a little patience, good humour and enthusiasm can get you.

How To Tell A Joke

1. Set-ups must be clear and short. It's function is to establish direction for sentences to follow.

2. Get to the point of the set-up within a few seconds, if not immediately. Otherwise, you're already losing people. Many great jokes are weakened because the teller took too long getting into it. When in doubt, just start! Transitions aren't necessary.

3. Make your set-up inclusive. This means set-up should include or reach as many people as possible when you begin. Assume listeners don't know what's going on, so be courteous and explain. Important: if you lose listeners during the set-up, they'll feel excluded from your show. So help listeners get the punch line.

4. The punch line should be delivered with impact. Make sure the final words are not drowned out by someone else's cough, a sound effect/music bed that is too loud, or (worst of all), someone on your team who is already laughing.

5. Hit and run. When the impact of the punch line hits, get out. Leave mikes on to catch spontaneous laughing, but don't talk anymore. Talking after a joke is a mortal sin. Your next function is to just start something: jingle, song, carted liner, carted promo, spot. If you linger, you'll lose 'em!

How To Overcome Having A Bad Show

The most important rule when you're not having your best day: Don't stop entertaining! That's like giving up. You can't give up as long as your show is on; you're still standing there on stage! Just work to keep things simple. Do basic bits.

Don't try too hard. Slap a grin on your face and keep it there. Laugh more on the air. Act like you're having a great time today. You are a good actor, aren't you? If Broadway stars can fake it, so can you. It's also very important to not mention it's a bad show or that you're having problems, no matter what. Still smiling?

New US Breakfast Show Guests & Services

M&M is always on the lookout for programme and service providers to radio stations, and this week features six US sources for personality DJs:

- American Archives specializes in drop-ins—original "sound bite" dialogue from films, TV shows, old radio programmes, etc.—classified by category. The company also offers other archive services for radio stations. Tel: (+1) 707.425 8137.
- Brian "The Bitman" Whitman is gaining attention for his hilarious impressions of Ross Perot, Bill Clinton, George Bush, Homer Simpson and many others. Tel: (+1) 718.966 9147.
- "How are men like noodles?" is the name of a humourous new book by Cindy Garner. It's a joke book that pokes fun at men. Garner has appeared with Rick Dees at KHS-FM /Los Angeles, Z100/.
- Ellen Crystal reports she's come face to face with a one-metre-tall creature that had an oversized bald head and huge, yellow bulging eyes. She says it wasn't a bad date, it was a real UFO. Crystal says they're here and have been landing in Pine Bush, NY. She's got a book to push and wants to talk with your listeners. Call (+1) 201.261 3961.

Just How Local Are You?

Staying local is one of the best ways to combat a network affiliate or local challenger. When was the last time you mentioned:

1. Street names
2. Names of major employers
3. Local civic groups
4. Downtown landmarks
5. Highway number or key intersection
6. Salute to someone, including children, winning a local award

The copy for this week's column was furnished by The Morning Show Consulting Group, a Connecticut-based creativity think tank specializing in radio breakfast shows, station marketing and imaging. MCGS staff includes veteran comedy radio personalities/writers The Real Bob James, Tom Zarecki and Michele George. Address: 45 Hannah Lane, Monroe, CT 06468. Tel: (+1) 203.459 0606; fax: (+1) 203.459 0608.
### UNITED KINGDOM

#### Singles

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<thead>
<tr>
<th>No.</th>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
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<tr>
<td>1</td>
<td>Johnny Nool - Ain’t No Doubt</td>
<td>(East West)</td>
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<td>2</td>
<td>Snap - Rhythm Is A Dancer</td>
<td>(Arista)</td>
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<td>3</td>
<td>Madonna - Like A Prayer</td>
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<td>4</td>
<td>Snap - What’s Your game</td>
<td>(Arista)</td>
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<td>5</td>
<td>Erasure - Abba-esque</td>
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<td>Erasure - Abba-esque</td>
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<td>7</td>
<td>Genesis - How Do You Do?</td>
<td>(Warner Music)</td>
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#### Albums

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<td>Neil Diamond</td>
<td>Greatest Hits 1966-1992</td>
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<td>Simply Red</td>
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<td>(East West)</td>
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<td>Marillion</td>
<td>Unleashed</td>
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<tr>
<td>Michael Jackson</td>
<td>Who Is He</td>
<td>( Epic)</td>
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<tr>
<td>Mariah Carey</td>
<td>I’ll Be There</td>
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### GERMANY

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<td>Dr. Alban - It’s My Life</td>
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<td>Snap - Rhythm Is A Dancer</td>
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<td>Double You - Please Don’t Go</td>
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<td>Guns N’ Roses - Knockin’ On Heaven’s Door</td>
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<td>Londonbeat - You Bring On The Sun</td>
<td>(Ariola)</td>
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<td>6</td>
<td>John Lennnon - Instant Karma</td>
<td>(EMI)</td>
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<td>7</td>
<td>Metallica - Nothing Else Matters</td>
<td>(Mercury)</td>
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<td>8</td>
<td>Genesis - How Do You Do?</td>
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<tr>
<td>Queen</td>
<td>Live At Wembley ’86</td>
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<td>J.J. Thompson</td>
<td>Life Of My Life</td>
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<td>Genesis</td>
<td>We Can’t Dance</td>
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<td>Nap Queen</td>
<td>Back To Front</td>
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<tr>
<td>Madonna</td>
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### FRANCE

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<td>(EMI)</td>
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<tr>
<td>Michael Jackson</td>
<td>Dangerous</td>
<td>(Sony Music)</td>
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<td>Veronique Sanson</td>
<td>Sang Regrets</td>
<td>(RCA)</td>
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<td>Soundtrack - Dirty Dancing</td>
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<td>Kastelruther Spatzen - I’ll Be There</td>
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<td>Guns N’ Roses - Knockin’ On Heaven’s Door</td>
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<td>Lionel Richie</td>
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<td>Orange Tones</td>
<td>Back To The Bend</td>
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<td>M.C. Solaar - Carpline</td>
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<td>James - Seven</td>
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<td>(Columbia)</td>
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<td>Madonna - This Used To Be My Playground</td>
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<td>8</td>
<td>Michael Jackson</td>
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<td>Onda Choc - Nao Tenho Idade</td>
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<td>Del Lordmann</td>
<td>Adrienne</td>
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<td>The Boppers</td>
<td>Unplugged Favourites</td>
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<td>(Black Sabbath)</td>
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<td>2</td>
<td>Madonna - This Used To Be My Playground</td>
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<td>3</td>
<td>Smart’s - Sesame’s Tear</td>
<td>(Suburban Base)</td>
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<tr>
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<td>Prince/The N.P.G. - Sexy MF</td>
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<td>Snap - Rhythm Is A Dancer</td>
<td>(PolyGram)</td>
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<td>6</td>
<td>Richard Marx - Back To The Bend</td>
<td>(PolyGram)</td>
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<td>7</td>
<td>Karen</td>
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<td>8</td>
<td>Roy Orbison</td>
<td>I Draw All Night</td>
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<td>9</td>
<td>Mariah Carey</td>
<td>I’ll Be There</td>
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#### Albums

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<td>Paul Brady</td>
<td>Songs And Crazy Dreams</td>
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<td>Use Your Illusion</td>
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<td>Tall Tales &amp; Short Stories</td>
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<td>Prefab Sprout</td>
<td>A Life Of Surprises</td>
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<td>Michael Jackson</td>
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<td>(Sony Music)</td>
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<td>Guns N’ Roses - Back To The Bend</td>
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<td>U2 - Achtung Baby</td>
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<td>(BMG)</td>
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<tr>
<td>Nirvana</td>
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### PORTUGAL

#### Singles

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<td>Rui Veloso - Mau Mau</td>
<td>(EMI)</td>
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<td>3</td>
<td>Guns N’ Roses - Knockin’ On Heaven’s Door</td>
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<td>4</td>
<td>Bruce Springsteen - Human Touch</td>
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<td>5</td>
<td>Michael Jackson - Thriller</td>
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<td>Cure - High</td>
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<td>Electronic - Disconnected</td>
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<td>8</td>
<td>Erasure - Abba-esque</td>
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#### Albums

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<td>Metallica - Nothing Else Matters</td>
<td>(Mercury)</td>
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<td>M. C. Solaar - Carpline</td>
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<td>Queen</td>
<td>Greatest Hits II - Parlophone</td>
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<td>Nirvana</td>
<td>Nevermind - DGC</td>
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<td>Unplugged - Columbia</td>
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<td>Snap</td>
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<td>Faith No More</td>
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<td>Lean On It - Atlantic</td>
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<td>Jols - Warner Brothers</td>
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<td>Ugly Kid Joe</td>
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<td>Change Everything - A&amp;M</td>
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<td>Soundtrack - Heartbeat</td>
<td>Music From The Yorkshire TV Series - Columbia</td>
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<td>Le Printemps Des Vals Et Des Jars - PFL/Sony</td>
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<td>Walking Up The Neighbours - A&amp;M &amp; 3</td>
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<td>Timian Run Hontel - Diesel</td>
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<td>Tracy Chapman</td>
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<td>Soundtrack - The Commitments</td>
<td>The Commitments - MCA</td>
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<td>Stefan Andersson</td>
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**European Top 100 Albums** is compiled by BPI Communications BV in cooperation with Buma/Stemra. © BPI Communications BV/Buma/Stemra. All rights reserved. Compiled from the national album sales charts of 16 European territories. Recognition of pan-European sales of 50,000 units achieved. Multi-million sellers indicated by a numeral following the symbol.
Ullo's Tanzpalast

At a time when there is a severe lack of national product in the German charts and Angiolini's material is not known, Germans are turning to the sound of yesteryear for comfort—the sound of German schlager.

Prolific as he is and young as the sound "music for oldies," the youth of Munich now flock to the Munich's Babalu Club for the Monday schlager nights, where the strains of Rex Gildo, Manuela, and Mariann Rosenberg remind the clubbers of days gone by. Radio programmers have recognized the power of schlager for a long time—the success of private stations Radio Arabella/Munich and AltorferHamburg which play a mixture of schlager and melody and the continued dominance of the Cologne-based schlager giant pubcaster WDR4 prove that the public wants to hear this sort of music.

Recognizing the growing popularity of schlager, BVG Ariola Munich has now released a compilation of highlights from the Babalu schlager nights entitled Ullo's Tanzpalast. The album comprises fourteen schlager greats including Rex Gildo's Fiesta Mexicana, Alexandra's Zigeunerjunge and Bernd Cliver's Der Junge Mit Der Mandolinsaqua as well as angiolini's afternoon and goodbye note from the host of Ullo's Tanzpalast nights, the man himself—Ullo.

The popularity of Ullo's Tanzpalast is not limited to the Munich area, however, for Ullo is taking his now famous schlager club night on tour around Germany, thus visiting Cologne, Bochum, Frankfurt, Hamburg, Munich, Stuttgart, Düsseldorf and Berlin between August and October. Ullo's Retail is planning Ullo weeks in its Frankfurt and Berlin stores to coincide with his tour. Virgin staff will sport Ullo T-shirts and caps and Ullo's CD will be played most of the day.

Ullo's Tanzpalast is already well known over Germany because of widespread press coverage in magazines such as Stern, Max, Bravo, Pop/Rocky, Petra, Tempo on TV stations RTL, Sat 1, Tele 5 and prime-time shows such as Bíolóko and Tagethemata and in various daily papers. Ullo will be releasing his first single in September, Let It Dine Wane Ein.

Assistant at BVG Media Kirsten Ericsson says, "We think that the popularity of Ullo's Tanzpalast will translate into sales. There is a real trend for schlager at the moment and Ullo's Tanzpalast is acting as a forum for this current trend. People are now finding that this style of music which always has a towie, tacky side to it, is also good to sing along and dance to. Schlager is something which has already been around but may be found among many people who are now discovering that it's acceptable or hip to like this style of music."
<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TITLE</th>
<th>ORIGINAL LABEL (PUBLISHER)</th>
<th>COUNTRIES CHARTED</th>
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</table>
| Rhythm Is A Dancer | Time In A Heart, Logical, Songs Of Logic | UK.D.N.A. | D.A.CH.DK.
| Abba-esque | Ekat, Mamma Mia! | D.E.N.A.S. | D.A.CH.
| It's My Life | Dr. Alban - Sweet Mix | D.E.N.A.S. | D.A.CH.
| Please Don't Go | Double You (Royce/Mikihi) | E.D.A.CH.S. | D.A.CH.
| This Used To Be My Playground | Madonna - Live From The Wiltern/MCA | D.E.N.A.S. | D.A.CH.
| Toofunky | George Michael - Epic (Morrison Legsby) | D.E.N.A.S. | D.A.CH.
| Knockin' On Heaven's Door | Guns N' Roses - Geffen (Sony) | D.E.N.A.S. | D.A.CH.
| The One | Elton John - Rocket (Big Pig Music) | D.E.N.A.S. | D.A.CH.
| Ain't No Doubt | Jimmy Nail - East West (WC/Strada/Zomba) | D.E.N.A.S. | D.A.CH.
| How Do You Do! | Roxette - EMI (Jimmy Fun/Sony) | D.E.N.A.S. | D.A.CH.
| Jump | Mr. Big - Atlantic (EMI) | D.E.N.A.S. | D.A.CH.
| It's Only | Who Is It | D.E.N.A.S. | D.A.CH.
| I'll Be There | Mariah Carey - Columbia (Jebel/E) | D.E.N.A.S. | D.A.CH.
| You Bring On The Sun | Londonbeat - Anxious (Warner Chappell/MCA) | D.E.N.A.S. | D.A.CH.
| Sesame's Treat | Smart E - Sleeve - Base House (Warner Chappell) | D.E.N.A.S. | D.A.CH.
| Le Chat | Pow Wow - Remark (Peelhead Productions) | D.E.N.A.S. | D.A.CH.
| Smells Like Teen Spirit | Nirvana - DGC (Virgin) | D.E.N.A.S. | D.A.CH.
| Lithium | Nirvana - DGC (Virgin) | D.E.N.A.S. | D.A.CH.
| Jump | Mr. Big - Atlantic (EMI) | D.E.N.A.S. | D.A.CH.
| Even Better Than The Real Thing | U2 - Island (Blue Mountain) | D.E.N.A.S. | D.A.CH.
| To Be With You | Mr. Big - Atlantic (EMI) | D.E.N.A.S. | D.A.CH.
| Nothing Else Matters | Metallica - Vertigo (Polymaran) | D.E.N.A.S. | D.A.CH.
| L.S.I. | The Smashing Pumpkins - One Little Indian (Copyright Control) | D.E.N.A.S. | D.A.CH.
| Do It To Me | Lionel Richie - Motown (Rondor) | D.E.N.A.S. | D.A.CH.
| Caroline | M.C. Solaar - Polydor (Fair & Square/BMG) | D.E.N.A.S. | D.A.CH.
| Shake Your Head | Wax (Was Not?) - Fantasia (L.W.C./S.Q.T.A./Akee) | D.E.N.A.S. | D.A.CH.
| I Drove All Night | Roy Orbison - MCA (Warner Chappell) | D.E.N.A.S. | D.A.CH.
| Everyday We Touch | Maggie Reilly - EMi (Mamba-Sieb) | D.E.N.A.S. | D.A.CH.
| Damn I Wish I Was Your Lover | Sophie B. Hawkins - Columbia (EM) | D.E.N.A.S. | D.A.CH.
| It's A Fine Day | O'Jays - RCA (Stichting Nederlandse Top 40 (Holland); SABAM/IFIN (Belgium); GLF/IFPI (Sweden); IRN/Johan Schlueter (Denmark); VG (Norway); Gallup/AFYVE (Spain); Seu a/IFIC (Finland); IFPI (Ireland); UNEVA (UK)) | D.E.N.A.S. | D.A.CH.
| In The Closet | Michael Jackson - Epic (Warner Chappell/Zomba) | D.E.N.A.S. | D.A.CH.
| Disconnected | Electronic - Parlophone (WMC/EMI) | D.E.N.A.S. | D.A.CH.
| Instant Karmal | John Lennon - EMI (EMI/Marmotte) | D.E.N.A.S. | D.A.CH.
MTV (continued from page 1)

"Unplugged" simulcast shows and weekly MTV News bulletins (M&M, June 13). Europe 2's stations include the flagship FM AC network in the UK, Eurohit in Russia and Germany, Channel 2 in Moscow and St. Petersburg, and Radio Salu in Germany. Negotiations are at advanced stages with other German stations.

Affiliates will have exclusive rights to the simultaneous transmission of MTV 'Unplugged' every week, and will receive MTV News in the form of interview clips and scripts, which the stations can tailor to fit their respective formats, using their own DJs as presenters.

Comments Unique Broadcasting chief executive Simon Cole, according to the German Association of Programme Producers.

Another factor: the first-half surge in shipments in 1991, spurred on by unification and the rush to buy western products, has tapered off, says one industry veteran.

Vinyl 7" and 12" formats continued to drop, down 52% and 58%, respectively. However, the slump in total single sales was averted by the growth in CD single sales, rising 59% to 9.9 million units. Sales of the 3" CD single grew 27% this year, but fell the previous year, up 60% to 31.000 units.

CD was the only album format showing growth—though less than the growth seen in the UK, where sales rose by 10% in 1991—with shipments rising by 19.8% to 47.9 million units.

MW

Russia (continued from page 1)

of French music trade group SNFP, and Patrick Forcêt, director for direct French broadcast regulatory organization CSA.

The chief focus of the bill is the creation of an independent music regulatory body and statutes to control the operations of the private sector. Also, an 11-member regional group would handle licensing and compliance.

Another factor: The first-half drop was more pronounced for Germany, with foreign ownership caps of as much as 40%, and limits on inter-locking directorships are currently being discussed. In the former Soviet Union, there was no media bill and virtually no private sector.

Says Polinski, "It's the first time that the government has addressed the area of the private sector." He also says it could allow companies the opportunity to invest in Russia's state broadcast in 86.1%. Vinyl now accounts for this year, slumping by 86% to 2.4 million albums) were sold 7.1 million albums. It's a sharp drop, says one industry veteran.

"For us this is a real opportunity to build a strong base of affiliate stations by proving a long-term programming commitment rather than one-off projects."

MTV Europe director of marketing and development Peter RW database.

This is an important project which gives us the opportunity to work with such a big music TV company for the first time.

As far as advertising is concerned, we cannot say yet if it is a success. It is difficult to find a sponsor in the holiday season when everything slows down. But I am confident we will find a client at the end of the year."

For Europe 2 director general Mark Medlock, "It's a big opportunity. It gives us the chance to add a little spice to the network's AC format. The exciting thing about this package is that it is about the chart-shining and chart-known music TV company as MTV."

"Unplugged" gives us the possibility to focus on artists we do not usually play. The Pearl Jam and Cure sessions, for instance, are an interesting highlight for us."

call for urgency finally gives some recognition to the radio sector." Natucci says he expects radio licenses to be allocated in "Spring 1993, if all goes well."

Natucci also says meetings with minister Pagani will determine whether national commercial stations will still carry out the threat not to cease airing local advertising by August 23, a regulation included in the original bill.

July, but Danilitski predicts it will be released by the Russian government on an ad-hoc basis. Nevertheless, the future of the pubcaster and its 20,000 employees is uncertain. RTR's funding is more assured by the state, but plans are also in the works to partially privatize it. And the new government is considering allowing foreign investors to buy as much as 30% of the equity.

On the other hand, although since the previous MTV Europe director of music and literature Alexandre Sokolov, "The Soviet Union no longer exists. There was a party line, but now. We don't have anyone telling us how to programme."

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less impact. Also, compared to last year, we have seen no major product launches, superstars, and very few new acts able to create excitement in stores."

BMG president Bernardo Carbone says the fluctuations of the market are "bizarre." He adds, "Overall, analysts say that shop traffic was not good in May and June in France. As for the future, Cogedep's Sauty de Chalon says the market has seen the 'worst of the year,' and predicts a "bad [second] semester if there is no reversal of the trend." In addition, he says, the combined launch of two new discs—DCC and MiniDisc—"comes at the worst possible moment."

He comments, "I am convinced that sales of DCC and MiniDisc will catalyse CD sales and hurt cassette sales. We don't need that at the moment. Besides, these two products will be sold at the same price as the CD, which is far too expensive for a wide range of consumers."

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HONORING
MICHAEL DORNEMANN
CHAIRMAN AND CEO
BERTELSMANN MUSIC GROUP

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SEPTEMBER 17, 1992
7 PM COCKTAILS  8 PM DINNER
CENTURY PLAZA HOTEL
LOS ANGELES, CALIFORNIA
BLACK TIE
PROCEEDS BENEFIT
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CITY OF HOPE
213/626-4611