

Vangelis Scores A Hit Gallo Ad Helps 'Opera Sauvage'

BY LINDA MOLESKI

NEW YORK PolyGram recording artist Vangelis, best known for his music for the movie "Chariots of Fire," is back on the Top Pop Albums chart with "Opera Sauvage." Sales of the latter album, originally released in 1983, have boomed thanks to a recent series of television commercials for the Gallo wine company featuring one of the songs.

"The album has really caught on," says Harry Anger, PolyGram senior vice president of marketing. "It's now among our top 10 best sellers."

Prior to the TV spots, sales of "Opera Sauvage" were "just under 100,000," says Anger. "Then the buzz started and took it over 300,000," he adds.

Also instrumental in heightening awareness of the album was a mention in a question-and-answer section of the syndicated weekly magazine Parade. "A remark was direct-

ed to the music in the commercial, and consumers learned that it was on the album," says Anger. "That stimulated sales, and then there was a buzz at retail."

In an effort to maximize sales, PolyGram has stepped up its marketing drive. "What we've been doing is setting up promotions with our major customers on different levels," says Anger. "We're also doing radio advertising on MOR and AC-oriented stations, and they're tied in with key accounts. We're a few weeks into the promotions, and it'll be about a six-week campaign."

Additionally, the label has sent mailers and point-of-purchase materials to its accounts. According to Anger, the album has moved extremely well at such major chains as Music Land and Sound Warehouse.

"We've also stepped up our publicity efforts," says Anger. "And we're doing a wide variety of print and broadcast advertising to keep reminding the public that that's the theme they're hearing on TV."

TALENT IN ACTION

(Continued from preceding page)

THE MICHAEL BRECKER BAND
Fat Tuesdays, New York
Tickets: \$12.50

COUNT THE Michael Brecker Band among the more ambitious young jazz combos seeking to reconcile the acoustic and fusion camps. Playing to a packed room here April 3, the tenor saxophonist and his group offered a handful of dynamic solutions to the stylistic conflict.

The generous 80-minute set that opened the evening drew primarily from Brecker's first album as a lead-

er, scheduled for release on Monday (20) by MCA/Impulse.

Although the album features jazz heavyweights Pat Metheny, Charlie Haden, and Jack DeJohnette, the touring group is more than capable of holding its own. Kenny Kirkland is the one carry-over sideman from the album; it was a wise choice for the transition to live performances. The pianist's versatility continues to be impressive, and he was a key factor in successfully bridging the genres at this show.

This explosive quintet—which also includes guitarist Mike Stern, bassist Jeff Andrews, and drummer Adam Nussbaum (a talent long deserving wider recognition)—was well-primed for its material. Not uncommon throughout the evening were kaleidoscopic transitions in arrangement and mood, rollicking shifts from syncopated, unison leads to invigorating mainstream forays and spitfire soloing. "Nothing Personal" and "Syzygy" were the high-energy standouts.

Brecker's own tenor energy was unflagging; his distinctive, slightly husky tone wrapped around spirals of notes. Brecker also presented his EWI wind synthesizer, whose orchestral capabilities dazzled on "Original Rays," but sabotaged "The Cost of Living." BOB RIEDINGER

OZZY OSBOURNE

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mand, Osbourne says he also stands to benefit from the emergence of the "Tribute" album. "The real advantage for me with putting this out is that it's going to give me more time to work on a good studio album, and it'll allow me more time to write better songs."

Plans call for Osbourne to start recording the follow-up to his last platinum release, "The Ultimate Sin," toward the end of the year.



BOXSCORE TOP CONCERT GROSSES

ARTIST(S)	Venue	Date(s)	Gross Ticket Price(s)	Attendance Capacity	Promoter
AN EVENING WITH BILL COSBY	Radio City Music Hall New York, N.Y.	March 13-15 & 27-29	\$2,041,240 \$35/\$30	61,306 64,614	Radio City Music Hall Prods.
GRATEFUL DEAD	Meadowlands Arena East Rutherford, N.J.	April 6-7	\$665,380 \$17.50/\$15.50	41,220 sellout	Monarch Entertainment Bureau John Scher Presents
GRATEFUL DEAD	UIC Pavilion, Univ. of Illinois Chicago, Ill.	April 9-11	\$500,876 \$17.50/\$15.50	28,880 sellout	Chicago Jam Concerts Monarch Entertainment Bureau
THE PRETENDERS THE SMITHEREENS	Radio City Music Hall New York, N.Y.	March 31- April 3	\$461,300 \$20	23,496 sellout	Radio City Music Hall Prods.
DAVID COPPERFIELD	Chicago Theatre Chicago, Ill.	March 5-8	\$334,110 \$24/\$19/\$14	17,445 20,328	in-house
HUEY LEWIS & THE NEWS THE ROBERT CRAY BAND	Richfield Coliseum Richfield, Ohio	April 3	\$319,568 \$17.50	18,261 sellout	Belkin Prods.
BILLY JOEL	Hartford Civic Center Hartford, Conn.	March 30	\$276,211 \$17.50/\$14.50	15,995 sellout	Cross Country Concerts
BON JOVI CINDERELLA	Nassau Coliseum Uniondale, N.Y.	April 7	\$279,634 \$16.50/\$14.50	17,073 sellout	Larry Vaughn Presents. Monarch Entertainment Bureau
BON JOVI CINDERELLA	Richfield Coliseum Richfield, Ohio	March 30	\$270,990 \$15	18,066 sellout	Belkin Prods.
SAMMY DAVIS JR. SARA VAUGHAN	Chicago Theatre Chicago, Ill.	April 8-12	\$258,521 \$24/\$19/\$14	14,267 17,440	in-house
BILLY JOEL	Market Square Arena Indianapolis, Ind.	April 2	\$246,995 \$17.50	14,114 sellout	Sunshine Promotions
MICHAEL W. SMITH DAVID MEECE BILLY SPRAGUE	Chrysler Hall, Norfolk Scope Convention & Cultural Center Norfolk, Va.	March 16	\$201,170 \$15/\$13.50/\$12.50	1,550 2,500	Joy Unlimited
DAVID COPPERFIELD	Wang Center for the Performing Arts Boston, Mass.	April 10-11	\$200,700 \$23	9,666 11,400	PACE Theatrical Group
IRON MAIDEN WAYSTED	Theatre, Richfield Coliseum Richfield, Ohio	March 14	\$183,585 \$15/\$14	13,019 14,222	Belkin Prods.
BEASTIE BOYS MURPHY'S LAW PUBLIC ENEMY	Spectrum Theatre Philadelphia, Pa.	April 7	\$166,709 \$15.50/\$14.50	10,815 sellout	G Street Prods. The Concert Co. Presents (Stephen Starr)
BON JOVI CINDERELLA	Huntington Civic Center Huntington, W.Va.	March 31	\$161,865 \$14.50	10,791 sellout	Belkin Prods.
REO SPEEDWAGON GEORGIA SATELLITES	Omaha Civic Auditorium Omaha, Neb.	April 11	\$122,992 \$15.50	7,809 8,000	Rose Prods. Presents
HUEY LEWIS & THE NEWS THE ROBERT CRAY BAND	Athletic & Convocation Center, Univ. of Notre Dame South Bend, Ind.	April 5	\$121,396 \$16.50/\$15	7,407 10,000	Sunshine Promotions
BEASTIE BOYS MURPHY'S LAW PUBLIC ENEMY	Centrum Worcester, Mass.	April 9	\$118,257 \$15/\$13.50	8,107 9,101	Don Law Co.
PAUL YOUNG TEN TEN	Radio City Music Hall New York, N.Y.	March 9	\$114,320 \$20	5,874 sellout	Radio City Music Hall Prods.
LUTHER VANDROSS SHIRLEY MURDOCK	West Palm Beach Auditorium West Palm Beach, Fla.	April 2	\$113,418 \$17.50	6,720 sellout	Fantasma Prods. Stage Right Prods.
HUEY LEWIS & THE NEWS THE ROBERT CRAY BAND	Allen County War Memorial Coliseum Fort Wayne, Ind.	April 7	\$113,207 \$16.50	6,861 7,500	Sunshine Promotions
LUTHER VANDROSS SHIRLEY MURDOCK	Arena, Bayfront Center St. Petersburg, Fla.	April 3	\$106,192 \$16	6,865 sellout	Fantasma Prods. Stage Right Prods.
CAMEO	Paramount Northwest Theatre Seattle, Wash.	April 7	\$88,943 \$16.75	5,527 5,944	White Rose Ltd. PACE Concerts
THE BEACH BOYS	West Palm Beach Auditorium West Palm Beach, Fla.	April 3	\$87,448 \$17.50	5,302 sellout	Fantasma Prods.
JOHNNY MATHIS JENNINE BURNIER	Syria Mosque Pittsburgh, Pa.	April 7-8	\$84,944 \$19.75/\$17.75	4,520 7,000	DiCesare-Engler Prods.
BEASTIE BOYS MURPHY'S LAW PUBLIC ENEMY	Providence Civic Center Providence, R.I.	April 4	\$84,651 \$14.50	5,838 13,307	Frank J. Russo
RATT POISON	National Orange Showground San Bernardino, Calif.	April 11	\$84,619 \$16.50/\$15	5,770 6,500	Pacificconcerts
DOUG HENNING	Warner Theatre Washington, D.C.	April 10-11	\$81,244 \$22.50/\$19.50/\$16.50	4,104 8,000	Chesapeake Concerts Live Prods.
THE BEACH BOYS	Miami Marine Stadium Miami, Fla.	April 5	\$80,351 \$35/\$18.50	4,960 6,500	Fantasma Prods.
PETER, PAUL & MARY	Syria Mosque Pittsburgh, Pa.	April 10	\$67,710 \$18.75	3,626 sellout	DiCesare-Engler Prods.
BEASTIE BOYS FISHBONE MURPHY'S LAW	Public Hall, Cleveland Convention Center Cleveland, Ohio	March 23	\$66,874 \$14.50/\$13.50	4,612 8,000	Belkin Prods.
KANSAS GARY ROSSINGTON BAND	Fox Theatre Atlanta, Ga.	April 3	\$65,760 \$16	4,110 sellout	Southern Promotions/Concert Promotions
DAVID COPPERFIELD	Cumberland County Civic Center Portland, Maine	April 9	\$57,852 \$16.50/\$14.50/\$10.50	4,072 6,168	Michael Striar Presents
WAYNE NEWTON	Lakefront Arena, Univ. of New Orleans New Orleans, La.	March 22	\$52,334 \$12.50	4,157 5,000	Third Coast Prods.
DAVID COPPERFIELD	Flynn Theatre for the Performing Arts Burlington, Vt.	April 8	\$48,063 \$22.50	2,696 sellout	Univ. of Vermont George Bishop Lane Series
BEASTIE BOYS MURPHY'S LAW PUBLIC ENEMY	Stabler Arena, Lehigh Univ. Bethlehem, Pa.	April 8	\$46,936 \$14.50	3,183 6,500	Makoul Prods.
BRUCE HORNSBY & THE RANGE LOUIS MCGEE	Franklin County Veterans Memorial Auditorium & Exhibit Hall Columbus, Ohio	March 26	\$46,400 \$13.50/\$12.50	3,712 sellout	Belkin Prods.
HOWIE MANDEL	Music Hall, Cleveland Convention Hall Cleveland, Ohio	March 27	\$45,952 \$16	2,872 2,900	Belkin Prods.
CAMEO	Auditorium, Portland Center for the Performing Arts Portland, Ore.	April 6	\$44,220 \$16.50	2,816 3,000	White Rose Ltd. PACE Concerts
DAVID COPPERFIELD	Ulster Performing Arts Center Kingston, N.Y.	April 6	\$43,602 \$16	2,517 sellout	in-house
HOWIE MANDEL LOU DINOS	Paramount Northwest Theatre Seattle, Wash.	April 3	\$42,700 \$15.50/\$12.50	2,940 2,973	White Rose Ltd.

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