

New Private Radio Station Is All The Rage In Greece

BY JOHN CARR

ATHENS It has taken about 40 or so years, but radio days have finally come to Greece, and new station Antenna 971 FM is the country's hottest outlet.

"We plan to make this station into the most up-to-date of its kind in Greece, on the British or Ameri-

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can model," says international program director Michalis Tsaousoglou, a veteran of 22 years as a DJ, 21 of which were spent with state-controlled outlets.

Antenna 971 went on the air in late May, following the sudden explosion in private programming, which was made legal just last year and was pioneered by Athens 984 FM, set up and run by the Athens City Council.

Antenna, staffers say, is the first purely private commercial radio venture in Greece, owned and financed by ship owner Minos Kyriakou.

Ratings organizations have not yet come up with listenership figures for Antenna; the station is too new for that, but it appears to

more than make up for what it lacks in history with enthusiasm. Staffers report getting "double the phone calls" for playlist requests than is the case even for Athens 984, its highly successful rival.

Program director Joseph Avramoglou says the station is aiming for listeners in the 12-35 age group.

So far Antenna 971 has been completely apolitical, something new in Greek broadcasting. Its formats avoid verbiage and highbrow talk, stressing instead Greek and foreign pop with a maximum of exposure and a minimum of words.

Kyriakou is set to start Greece's first private television network if the state gets around to legalizing private TV. The fast-moving Antenna radio format seems a good prelude.

So far all nonstate stations can broadcast only to the greater Athens area, where about half of Greece's population lives, though the government has given the green light for other private stations in rural areas.

Like Athens 984, Antenna 971 is plagued by complaints from listeners that its DJs talk in the middle of songs. This has to be done, says Tsaousoglou, to mollify record companies quick to protest if too many songs are played without interruption, giving rise to fears of home taping outbreaks.

Says Tsaousoglou: "We have to tread a delicate line, and we have to be kind to the record companies."

DUTCH SOCCER SONGS SCORE

(Continued from page 60)

the most media attention is "The Orange Song," recorded as a joke by five members of Ariola's promotion team here under the name De Hollanders. The medley of various Dutch soccer songs, arranged and produced by Pim Koopman, was recorded at Fendal Sound Studio, three days before the final championship match.

Says Ariola promotion manager Steven Schoenletter, who initiated the project: "We made the recording on our own time. Next morning I drove the master tape to the Sonopress pressing plant in Gutersloh, West Germany, and the single was on sale two days after the championship finals."

Some 10,000 copies were sold

within a few days, and the Ariola staffers made a series of radio and TV appearances. But Schoenletter adds: "We are on the BMG/Ariola Benelux payroll to do other things, so we kept the number of performances to a minimum."

Yet another soccer single has been released, this time by independent label Disky Records, under the title "Attack," a popular slogan during the championship. Based on a rap style, the release features the voice of radio commentator Jack van Gelder exulting over each of the eight goals scored by the Dutch side during the competition. This single is also expected to climb high on the top 40.

tribution to music education. PRS is contributing \$85,000 to the project.

Five writer/directors have been elected to the PRS general council: Ernest Tomlinson, Patrick Gowers, Graham Whettam, Mike Batt, and Stephen Oliver. Frans de Wit, managing director of EMI Music Publishing, was elected publisher/director.

PRS HOLDS ANNUAL MEET

(Continued from page 60)

Murdoch's Sky Television, which recently announced the establishment of four channels on the Luxembourg Astra satellite, set for launch this fall. The society is in "good shape" to face the new age of satellite technology, said White.

Next year, PRS celebrates its 75th anniversary and is launching a scheme to encourage working composers to increase their contri-

'Dirty Dancing' Eyes A Diamond

CRIA: Album's Sales Near 1 Mil Units

BY KIRK LaPOINTE

OTTAWA Sales of the soundtrack to "Dirty Dancing," now one of the country's hottest home videos after being one of the country's hottest feature film attractions, remain steady here, according to the latest industry figures.

In June, the Canadian Recording Industry Assn. reported that sales of the album had surpassed the eight-times-platinum level in May. This month, the CRIA reports that sales of the album moved one notch higher in June, reaching the nine-times-platinum mark. That means at least 900,000 copies of the album have been sold here. It is just a matter of time before sales hit 1 million units and the album joins the magic diamond club.

Overall, the latest CRIA certifications reflect a general stagnation in the business. In May, Statistics Can-

ada released year-to-date figures indicating that revenues grew 1% over the first five months of 1987, but shipments were down 11%.

CRIA certified just 22 releases for June. For the most part, the sales seem to be focused in the contemporary hit field; artists such as Tiffany, George Michael, Billy Ocean, Terence Trent D'Arby, and Hall & Oates were among those with newly certified releases.

But country neotraditionalist Randy Travis recorded an impressive accomplishment of his own: His "Always And Forever" went quadruple platinum, which is no small feat for a country artist in Canada.

Tiffany's self-titled album and Michael's "Faith" both pressed past the half-million mark in June, CRIA reports. Ocean's "Suddenly" went quadruple platinum, and D'Arby's "Introducing The Hardline According To Terence Trent D'Arby"

cracked the double-platinum circle.

Only one Canadian release was certified: a children's record, Pat Carfra's "Lullabies And Laughter."

Three special compilations, all direct-sell releases, also were certified, indicating that retail might be in the midst of a drought. All three come from PolyTel: "On Top" by various artists, which went gold and platinum, and "Rock It Country Style" by various artists and "The Cream Of Eric Clapton," both of which went gold.

"Savage Amusement" by the Scorpions, veterans of the certification circuit in Canada, went platinum in June.

The gold albums: "Ooh Yeah!" by Hall & Oates, "Stronger Than Pride" by Sade, "Ram It Down" by Judas Priest, "Poetic Champions Compose" by Van Morrison, and "With Love" by Engelbert Humperdinck.

Emerging Penta Artist Mixes Raw Sounds, Tender Ballads

Raymond May: Hard Rock, Soft Heart

OTTAWA Sri Lanka, children's books, writing plays—not many hard rockers count these among their interests. Meet Raymond May, based in Vancouver, British Columbia, born on the other side of the world, who has more tender diversions than one might expect from a tough-rocking singer/songwriter.

Only a few years ago, May had purchased a one-way ticket to Britain and was ready to pack in his club-playing days. Before he left, he had a chance to perform in a local showcase in front of some high-priced industry observers, including manager Bruce Allen. After the show, Allen was impressed. He liked May's live presence and encouraged him to stay put.

Now May is the debut artist on Penta Records, a much-anticipated label that Allen and other top drawers from Vancouver have assembled. His Penta album, "Unadulterated Addiction," produced by Paul Hyde of Rock & Hyde and executive produced by Bruce Fairbairn (Bon Jovi, Loverboy), has a lot of people viewing May as a talented artist with a big career in the offing.

May, who has a few years of London experience under his belt, grafts the T. Rex sound with gritty guitar work that has more of a North American edge. "Unadulterated Addiction" is a raw record and may fall into the cracks at radio, but May has more than primitive appeal: He can write ballads and he's articulate.

"In no way do I want to dismiss this record, because I'm confident about it," he says. "But I'm already thinking ahead to about my fourth album, and I know my best work is ahead."

Penta's decision to release May's album first may be an indication that it will turn out to be much more of a grass-roots label than was originally anticipated. The label, signed to Elektra in the U.S. and overseen by industry veterans John Ford,

Lou Blair, Cliff Jones, and Allen, was expected to aim squarely for a quick commercial fix. With May's album, though, it seems to be taking much more of a plant-the-seed approach—exactly the sort of groundwork Allen laid for his su-

perstar client Bryan Adams. Like Adams, May is a prolific writer who loves to perform.

"I can't wait to get out on the road," he says. Showcases are planned, but May says he wants to be careful not to oversell his work.

MAPLE BRIEFS

A MAJOR reorganization has taken place at the federal broadcast regulator, the Canadian Radio-Television and Telecommunications Commission. Out as chief director of broadcasting regulation is Larry Durr; in as director-general of the radio directorate is Peter Fleming. Separate heads for the TV and cable directories have been appointed, all of whom report directly to chairman Andre Bureau. The move creates separate directories and affects about half of the commission's 400 employees.

WEA ARTIST Blue Rodeo's recent performance for the media at the Economic Summit in Toronto almost had to be scrubbed. When Jim Cuddy, one of the band's singers, showed up at the security clearance point wearing a "Feed The Poor" T-shirt, police deemed his garb unsuitable. But when a TV crew began filming, Cuddy was given access to the media tent and the performance went on. One band member, keyboardist Bobby Wiseman, is a member of Greenpeace, the environmental organization. Two officers were stationed near him, just in case he should charge the bunker-like Metro Convention Centre.

A&A RECORDS AND TAPES has restructured its regional management. New seniors directors are Chris Brown for Ontario and the Atlantic region, Terry Stevens for the West, Dan Kuczkowski for Quebec,

and Cathy Pitt for superstores. All report to Peter Parrish, senior VP for sales and marketing.

SELKIRK COMMUNICATIONS' bid to take over Montreal radio stations CKOI-FM and CKVL isn't quite as on track as many thought. There's another, as-yet-identified bidder for the Radio-Futura-owned stations.

STANDARD BROADCASTING Ltd. has offered to purchase the outstanding shares of MMC Video One Canada at \$2.75. The success of the purchase offer should be known by late July. Standard already indirectly controls 52.5% of MMC, a major distributor.

THE PURSUIT OF HAPPINESS, a Toronto band which had a one-off single deal with WEA last year, now has signed a worldwide deal with Chrysalis. Todd Rundgren will handle production on its first album, scheduled for early 1989 release.

BRYAN ADAMS and Jim Vallance are working on new material for Adams' next album, but recording and release are still well off. Many don't expect another record from Adams until mid-1989.

Maple Briefs features short items on the Canadian music industry. Information should be submitted to Kirk LaPointe, 83 Hamilton Ave. N., Ottawa, Ontario, Canada K1Y 1B8.