

RETAILERS REACH FOR LATIN MARKET

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guage product in an increasing number of their stores.

Chuck Lee, the main Latin music buyer for the 225-unit Wherehouse, says the Los Angeles-based company is committed to Spanish-language product. "We started experimenting with 20 stores, then increased it to 38, and we have 82 now in such areas as Los Angeles, San Diego, Tucson [Ariz.], and northern California."

Similarly, 40 Southwestern stores of the 121-unit, Dallas-based Sound Warehouse chain will soon begin to carry Latin music, primarily from BMG and distributed labels, according to Maximo Aguirre, director of BMG's Latin music division.

Johnny Zaragoza, a Dallas-based sales executive for Handleman Co., says approximately 150 Handleman accounts carry Latin product, sales of which amount to about 15% of his company's business in Texas. In the last two and a half years, such accounts as K mart (which has 105 stores in Texas alone) have become more aware of the potential of the Latin customer.

"They have geared their departments to merchandising by using colored signs to identify different categories of Latin music, by doing such promotions as sales and rebates, and by increasing the space allocated to Latin product," Zaragoza says.

Nor is the phenomenon confined to the Southwest and Far West. The 670-unit Musicland Group now sells Latin product in nearly all of its stores across the country, according to Kathy Dossdall, a national buyer for the Minneapolis-based chain.

While some stores carry only crossover items by the likes of Julio Iglesias, Linda Ronstadt, and the Gipsy Kings, she says, many others have full-fledged Latin departments.

Although Dossdall cannot say what percentage of Musicland's sales come from Latin product, she says, "It's a fast-growing percentage." She cites two reasons for the phenomenon: the impact of Spanish-language records by Iglesias and Ronstadt, as well as by rock stars Sting and David Lee Roth, and the increasing availability of Latin product, especially from CBS and BMG.

"The major labels dealing with this product have picked up more of the smaller [Latin] labels," she explains, "which has made it easier to pick up on the regional hits."

Another reason for U.S. retailers' new interest in Latin product is the steep decline in Mexican parallel imports stemming from the rise in prices of records produced in Mexico. "For the Latin industry, it's like getting on its feet again after the gloomy years of the Mexican parallel imports," notes Aguirre. "However, right now Latin music is reaching only 20% of its potential market. We

just have to put the records where the people are."

Reinforcing Aguirre's point about the distance the market has to go, the Recording Industry Assn. of America recently reported that Latin consumers accounted for only 3% of the U.S. record market in 1987. But there are 25 million Hispanic-Americans—10% of the population—and their buying power is increasing.

Aguirre thinks the trend toward greater visibility of Latin product in major retail webs will continue. "I believe distribution of Latin music is going to grow faster [than it has]," he says. He calculates that this year 30%-40% more product will be entering the market via chain stores.

BMG's experiment started seven months ago, when Wherehouse began to carry Latin music, mainly from BMG and the labels it distributes, EMI and Globo. The initial push was supported by an advertising campaign in television, radio, and print media, posters, and numerous in-store presentations by recording artists. Now the chain is selling, besides product from BMG, Latin music from Discos CBS and TH-Rodven Music, among others.

Despite BMG's support, Lee says Wherehouse still needs to do more promotion, especially in other areas of California, and to create a better identity for its Latin records. "We have a good selection, but we have to make sure the communities know we are carrying the product," he says. Part of this task, he adds, is having in-store presentations, such as a recent one in Fresno, Calif., with singer Rocío Dureal.

Besides selling Latin music, Lee says, Wherehouse also hopes to attract the new Latin consumer to such other lines as computer software, accessories, blank tapes, and rentals of movie videos (many of which are available in Spanish).

"American accounts are certainly much more receptive [to Latin records] now than they were a year ago," says Adriana Iglesias, East Coast sales and promotions manager for WEA Latina. "They have learned a lot in the last year. Now they know how to buy and they do it regularly."

In her company's case, notes Iglesias, the receptivity is partly related to the fact that much of WEA's product is of the crossover type. WEA Latina has rock groups that sing in

Spanish, as well as pop crooner Miguel Bose; Bermudez Triangle, which is beginning to break into the dance charts; and Brazilian jazz acts. Recent crossover successes by such acts as Gloria Estefan & Miami Sound Machine, Los Lobos, Ronstadt, the Gipsy Kings, and Iglesias have called attention to the potential of the market. "Any new crossover hit creates an immediate reaction in sales," Aguirre says.

A similar opinion is voiced by Gustavo Bello, VP of Miami, Fla.-based wholesaler Jerry Bassin Inc. "The demand for Latin music has grown enormously," he says. "We are opening new accounts all the time and selling Latin music in areas where traditionally that product was not available." The growing markets include such European countries as the U.K. and West Germany.

Another Latin company getting on the bandwagon is Miami's TH-Rodven, the dominant force in the thriving salsa market, which has begun to sell its salsa line throughout the Wherehouse chain in California.

Assistance in preparing this story was provided by Ken Terry.

FOR WEEK ENDING FEBRUARY 18, 1989

HOT CROSSOVER 30™

THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	TITLE LABEL & NUMBER/DISTRIBUTING LABEL	ARTIST
				★ ★ NO. 1 ★ ★	
1	1	1	11	WILD THING DELICIOUS VINYL 102	PAULA ABDUL 5 weeks at No. One
2	2	2	11	STRAIGHT UP VIRGIN 7-99256	PAULA ABDUL
3	5	8	6	GIRL YOU KNOW IT'S TRUE ARISTA 1-9781	MILLI VANILLI
4	3	5	10	RONI MCA 53463	BOBBY BROWN
5	9	12	4	LOST IN YOUR EYES ATLANTIC 7-88970	DEBBIE GIBSON
6	6	4	12	THE LOVER IN ME MCA 53416	SHEENA EASTON
7	10	9	9	SUPERWOMAN WARNER BROS. 7-27773	KARYN WHITE
8	4	3	14	DIAL MY HEART MOTOWN 53301	THE BOYS
9	8	7	12	YOU GOT IT (THE RIGHT STUFF) COLUMBIA 38-08092	NEW KIDS ON THE BLOCK
10	11	10	9	WALKING AWAY TOMMY BOY 7-27736/REPRISE	INFORMATION SOCIETY
11	12	13	6	CAN YOU STAND THE RAIN MCA 53464	NEW EDITION
12	13	16	5	JUST BECAUSE ELEKTRA 7-69327	ANITA BAKER
13	14	14	5	DREAMIN' WING 871 078-7/POLYGRAM	VANESSA WILLIAMS
14	7	6	13	I WANNA HAVE SOME FUN JIVE 1154/RCA	SAMANTHA FOX
15	15	18	6	I BEG YOUR PARDON ATLANTIC 7-88969	KON KAN
16	17	26	3	SINCERELY YOURS ATCO 7-99246	SWEET SENSATION (WITH ROMEO J.D.)
17	18	22	6	SHE WANTS TO DANCE WITH ME RCA 8838	RICK ASTLEY
18	19	23	6	SHE WON'T TALK TO ME EPIC 34-08513/E.P.A.	LUTHER VANDROSS
19	29	—	2	24/7 4TH & B'WAY 7471/ISLAND	DINO
20	24	29	3	FADING AWAY EPIC 34-68543/E.P.A.	WILL TO POWER
21	20	20	6	MORE THAN YOU KNOW COLUMBIA 38-08103	MARTIKA
22	23	27	3	A LITTLE RESPECT SIRE 7-27738/REPRISE	ERASURE
23	NEW	1	1	TEENAGE LOVE DEF JAM 38-08105/COLUMBIA	SLICK RICK
24	21	21	11	CROSS MY HEART WTG 31-08036	EIGHTH WONDER
25	NEW	1	1	THINKING OF YOU CUTTING 872 502-7/POLYGRAM	SA-FIRE
26	22	19	21	MY PREROGATIVE MCA 53383	BOBBY BROWN
27	NEW	1	1	THIS TIME ARISTA 1-9772	KIARA (DUET WITH SHANICE WILSON)
28	30	25	4	GET ON THE DANCE FLOOR PROFILE 7239	ROB BASE & D.J. E-Z ROCK
29	16	11	13	DON'T RUSH ME ARISTA 1-9722	TAYLOR DAYNE
30	NEW	1	1	WALK THE DINOSAUR CHRYSALIS 43331	WAS (NOT WAS)

Products with the greatest airplay gains this week. Billboard, copyright 1989.

Billboard POWER PLAYLISTS

FOR WEEK ENDING FEBRUARY 18, 1989

Sample Playlists of the Nation's Largest Crossover Radio Stations

HOT 97FM

New York P.D.: Joel Salkowitz

1	1	Paula Abdul, Straight Up
2	4	Information Society, Walking Away
3	3	Sheena Easton, The Lover In Me
4	5	Debbie Gibson, Lost In Your Eyes
5	6	SA-Fire, Love Is On Her Mind
6	7	New Kids On The Block, You Got It (Th
7	2	Samantha Fox, I Wanna Have Some Fun
8	11	Tone Loc, Wild Thing
9	12	Bobby Brown, Roni
10	10	Rick Astley, She Wants To Dance With
11	13	Kon Kan, I Beg Your Pardon
12	9	Sweet Sensation (With Romeo J.D.), Si
13	15	Rob Base & D.J. E-Z Rock, Get On The
14	14	The Time Lords, Doctorin' The Tardis
15	18	Will To Power, Fading Away
16	16	Phil Collins, Two Hearts
17	7	The Boys, Dial My Heart
18	20	Milli Vanilli, Girl You Know It's Tru
19	22	Erasure, A Little Respect
20	24	The Jungle Brothers, I'll House You
21	9	Taylor Dayne, Don't Rush Me
22	16	Luther Vandross, She Won't Talk To Me
23	30	Was (Not Was), Walk The Dinosaur
24	17	Karyn White, Superwoman
25	23	Stevie B, I Wanna Be The One
26	29	Anita Baker, Just Because
27	21	Bobby Brown, My Prerogative
28	21	Adina, Respect
29	23	Dennis Lopez, If You Feel It
30	33	Corina, Give Me Back My Heart
31	25	Eighth Wonder, Cross My Heart
32	34	Sandee, Notice Me
33	38	Karyn White, Superwoman
34	40	Inner City, Good Life
35	EX	Dino, 24/7
36	EX	Michael Jackson, Smooth Criminal
37	EX	Salt-N-Pepa, Twist And Shout
38	EX	Fine Young Cannibals, She Drives Me C
39	EX	Samantha Fox, I Only Wanna Be With Yo
40	EX	Kristin Bae, Don't Turn Your Back On
41	EX	Raiana Paige, Open Your Heart
42	EX	Ten City, That's The Way Love Is
43	EX	Debbie Gibson, Electric Youth
44	EX	Pet Shop Boys, Left To My Own Devices

Power 106FM

Los Angeles P.D.: Jeff Wyatt

1	1	Tone Loc, Wild Thing
2	2	Paula Abdul, Straight Up
3	6	The Boys, Dial My Heart
4	4	Sheena Easton, The Lover In Me
5	3	Bobby Brown, My Prerogative
6	5	Johnny O, Fantasy Girl
7	8	Cynthia, Change On Me
8	16	Debbie Gibson, Lost In Your Eyes
9	17	Milli Vanilli, Girl You Know It's Tru
10	13	Samantha Fox, I Wanna Have Some Fun
11	12	Information Society, Walking Away
12	14	Bobby Brown, Roni
13	15	Kon Kan, I Beg Your Pardon
14	17	Martika, More Than You Know
15	11	Boyz Club, I Remember Holding You
16	10	Eighth Wonder, Cross My Heart
17	24	Sweet Sensation (With Romeo J.D.), Si
18	9	Phil Collins, Two Hearts
19	18	Ale, I Wanna Know
20	23	Tiffany, All This Time
21	23	Rick Astley, She Wants To Dance With
22	28	Anita Baker, Just Because
23	25	Erasure, A Little Respect
24	26	Kyle Minogue, It's No Secret
25	27	Marc Almond, Tears Run Kings
26	19	New Kids On The Block, You Got It (Th
27	29	Duran Duran, All She Wants Is
28	31	Gina Go-Go, I Can't Face The Fact
29	32	Karyn White, Superwoman
30	35	Dino, 24/7
31	34	Fine Young Cannibals, She Drives Me C
32	36	Kristin Bae, Don't Turn Your Back On
33	30	Michael Jackson, Smooth Criminal
34	37	Will To Power, Fading Away

KMEL 106FM

San Francisco P.D.: Keith Naftaly

A35	EX	Z'Loke, Can U Read My Lips
A	EX	Stevie B, I Wanna Be The One
EX	EX	Marcus Lewis, The Club
EX	EX	Was (Not Was), Walk The Dinosaur
1	2	New Edition, Can You Stand The Rain
2	3	Milli Vanilli, Girl You Know It's Tru
3	6	Debbie Gibson, Lost In Your Eyes
4	4	Sandee, Notice Me
5	5	Cynthia, Change On Me
6	1	Bobby Brown, Roni
7	8	Karyn White, Superwoman
8	9	Vanessa Williams, Dreamin'
9	12	Dino, 24/7
10	17	Sweet Sensation (With Romeo J.D.), Si
11	14	Rob Base & D.J. E-Z Rock, Get On The
12	15	Inner City, Good Life
13	13	Martika, More Than You Know
14	16	Luther Vandross, She Won't Talk To Me
15	20	Will To Power, Fading Away
16	19	Back To Back, Perfect Girl
17	21	SA-Fire, Thinking Of You
18	7	New Kids On The Block, You Got It (Th
19	23	Anita Baker, Just Because
20	24	Tommy Page, A Shoulder To Cry On
21	29	Stevie B, I Wanna Be The One
22	25	Gina Go-Go, I Can't Face The Fact
23	26	Fine Young Cannibals, She Drives Me C
24	28	Kristin Bae, Don't Turn Your Back On
25	18	Carmoufage, The Great Commandment
26	30	Tone Loc, Funky Cold Medina
27	EX	Shirley Murdock, I Still Love You
28	11	The Boys, My Heart
29	EX	Slick Rick, Teenage Love
30	EX	Kiara (Duet With Shanice Wilson), Thi
31	EX	James "J.T." Taylor & Regina Belle, A
32	EX	EX Giant Steps, Into You
33	EX	Kenny G, We've Saved The Best For Las
34	EX	EX M.C. Hammer, Pump It Up
35	EX	EX Bangles, Eternal Flame

WPGC

Washington P.D.: Bob Mitchell

1	1	Karyn White, Superwoman
2	2	Tone Loc, Wild Thing
3	4	New Edition, Can You Stand The Rain
4	7	Kiara (Duet With Shanice Wilson), Thi
5	8	Paula Abdul, Straight Up
6	6	Samantha Fox, I Wanna Have Some Fun
7	EX	Vanessa Williams, Dreamin'
8	14	Slick Rick, Teenage Love
9	10	Keith Sweat, Don't Stop Your Love
10	3	Kenny G, Silhouette
11	13	Anita Baker, Just Because
12	12	Luther Vandross, She Won't Talk To Me
13	EX	Bobby Brown, Roni
14	16	Taylor Dayne, Don't Rush Me
15	15	Today, Him Or Me
16	18	Milli Vanilli, Girl You Know It's Tru
17	20	Guy, Teddy's Jam
18	21	Michael Jackson, Leave Me Alone
19	24	Tracie Spencer, Imagine
20	27	The Boys, Lucky Charm
21	28	New Kids On The Block, You Got It (Th
22	25	Will To Power, Fading Away
23	EX	Z'Loke, Can U Read My Lips
24	26	James "J.T." Taylor & Regina Belle, A
25	EX	EX Al Jarreau, So Good
26	EX	EX LeVert, Just Coolin'
27	30	Sweet Sensation (With Romeo J.D.), Si
28	29	Inner City, Good Life
29	EX	Dino, 24/7
30	EX	EX Information Society, Walking Away
31	EX	EX 2 Live Crew, Yakeety Yak
32	EX	EX Johnny Kemp, Birthday Suit
33	EX	EX Giant Steps, Into You
34	EX	EX Simple Plan, It's Only Love
35	EX	EX Was (Not Was), Walk The Dinosaur
36	EX	EX SA-Fire, Thinking Of You
37	EX	EX Salt-N-Pepa, Twist And Shout
38	EX	EX Kenny G, We've Saved The Best For Las
39	EX	EX Cameo, Skin I'm In