

# LABELS HALTING 7-INCH SERVICE TO RADIO

(Continued from page 1)

John Fagot, VP of promotion at Capitol, whose comment was echoed by virtually every label executive contacted by Billboard.

To that end, all labels now report that every single they ship to radio is manufactured in 5-inch CD form; the only variations in the scenario relate to whether all stations or just a subgroup receive the CD and whether 7-inch vinyl is shipped to stations automatically or only when requested.

A memo regarding 7-inch vinyl service sent in late June to "all pop radio" by Geary Tanner, senior director of national promotion at RCA, outlines the rationale all labels seem to be utilizing in announcing their defection from vinyl: "In view of the fact that most radio stations no longer require 7-inch singles," Tanner wrote, "RCA has decided to discontinue service on this configuration as of Aug. 1. We hope no station will be disadvantaged by this decision, but if for any reason you need a vinyl 7-inch single on any of our releases, please contact your local RCA rep."

Although RCA's decision to stop servicing vinyl will reduce the label's costs for both postage and manufacturing, Tanner stresses, "It's not a question of the cost—it's just not necessary anymore. We don't care what it costs to service radio, because we want them to have whatever configuration they need."

Exactly what configuration radio needs was what Steve Resnik, national promotion director at A&M, set out to discover late last year, when he visited a number of stations and, he says, was told, "Please—take all the vinyl we have."

As a result of Resnik's trip, A&M stopped sending 7-inch vinyl to radio as of the first of the year.

"What I did," he says, "was order 200 commercial copies of every [vinyl] single for my office. I've been mailing five to each promotion person just so they have them—for any stations that need them, tiny stations that don't have CD players."

Yet the price of CD players has dropped so low at this point, Resnik says, that the number of stations lacking players now seems virtually nil.

"I had one station call me in the last month that wanted a vinyl copy," he says. "In fact, I wrote a memo to production yesterday saying don't send me 200 anymore—send me 50. And I think in a month I'll be sending another letter saying don't send me any."

Most label executives point out that CD production time has improved to the point where the previous time lag between servicing of 7-inch vinyl and CD single has all but disappeared. "You can pretty much be in sync with scheduling," says Steve Meyer, senior VP of promotion at MCA, adding that the disappearance of vinyl is "not even an issue" at radio.

Like other label executives who attended the Bobby Poe Pop Music Report convention in Tysons Corner, Va., June 23-24, Meyer notes that the question of vinyl service at radio was much under discussion there. "It was asked from a panel to a room full of about 200 people—out of which at least two-thirds were radio—and I think two people in the room from radio raised their hands and said they needed vinyl."

At present, says Meyer, MCA is keeping vinyl as a backup, but cutting down the amount of bulk ser-

vice, "because once you've serviced a CD, you don't need to reservice the single. So where the staffs used to get backup copies of promotional 7-inches, those are being completely diminished down to a minimal quantity. And we still do a vinyl mailer—which I'm sure within the next six months is going to be deleted as well, except for those people that really need it. And then they can probably get it off of an album."

At other labels, the issue of servicing 7-inch vinyl seems to be shaping up in much the same manner.

• At Columbia, "I can't find anybody who uses [45s] anymore," says Burt Baumgartner, VP of singles promotion. "They're telling us they're not even listening to vinyl copies for review." Columbia hand-delivers CD singles to radio, he says. "Every station we deal with gets a CD single." He estimates the label now manufactures 1,000 CD single copies, and says he sees that number increasing in the near future.

Though Baumgartner cannot give a kickoff date for a strict no-vinyl service policy at the label, he says that eventually "we'll increase the number of CD singles we do, while elimi-

nating vinyl. We'll also cut out double shipping—the factory will ship the CD singles directly."

• At Capitol, A and B lists now determine which stations get serviced with CD singles, says Fagot. Those stations on the first list—"a ton of stations, thousands of stations, a number of which are in very small communities"—are serviced 7-inch vinyl.

## 'I can't find anyone who still uses 45s'

nyl "to cart up," he says; stations on the B list, however—"stations that have a reporting status of significance, or the station is an important station that sells records for us"—are serviced CD promotional singles via Capitol's local promotion staff. "We're right in the process of switching so that every release is going to come out on a promo CD," says Fagot.

• Warner Bros. is still servicing 7-inch vinyl to radio, says George Gerrity, VP of promotion, "but we have CD singles on virtually every record that comes out at this point." Adds

Gerrity: "We most likely will be phasing 7-inches out here within a short period of time—I think by the end of the year. Because in all honesty, it's just a duplication of effort, and a duplication on a lot of different levels. And it's become an unnecessary thing—as unfortunate as it may be to those who want to be nostalgic about it."

• I.R.S. Records instituted a no-vinyl servicing policy to radio as of April 1—a move that Barry Lyons, VP of promotion, says brought "minimal" feedback from radio. "There was a definite sigh of relief from album rock stations that we weren't going to be contributing to that humongous pile of vinyl 12-inchers that they all hate anyway," says Lyons. "Of course, they now have a similar pile of CD singles that at some point or another they hate too, but . . ."

• At Atlantic, "We will try to service the right people with vinyl," says Vince Faraci, senior VP of marketing and promotion. "There are people in small markets who don't have CDs in studio yet, so we'll try to customize our service." Nonetheless, he adds, "I don't think it's that far away before vinyl is phased out completely to ra-

dio."

• Rick Bisceglia, VP of pop promotion at Arista, says the label is still servicing vinyl to radio. "We're not being hesitant with our plan," he says. "I think we're in a transition stage." Bisceglia says Arista is "slowly eliminating vinyl" as the demand for it at radio decreases. "We ship vinyl to those who need vinyl; we ship CD to those who need CD."

• And at the new SBK label, Dan Glass, senior VP of promotion, says there are indeed plans to abandon servicing the 7-inch single to radio. Although the label has already pressed vinyl 45s of new singles by Katrina & the Waves, Daryl Tookes, and Boogie Box High, "after that," says Glass, "no more 7-inch vinyl DJs."

SBK's Glass says the CD single offers special marketing and promotional opportunities. To make use of those opportunities, Glass says, when label act Wendy Hall's single is issued next month, the CD single will include both the song and a 2½-minute interview with the artist. In general, he says, "I'll try to put something on there besides just a 3-minute single."

FOR WEEK ENDING JULY 15, 1989

# HOT CROSSOVER 30

THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	TITLE	ARTIST
				Based on Airplay Reports from Stations Combining Top 40, Dance and Urban Music.	
				LABEL & NUMBER/DISTRIBUTING LABEL	
				★ ★ NO. 1 ★ ★	
1	3	5	8	SECRET RENDEZVOUS	KARYN WHITE
				WARNER BROS. 7-27863	1 week at No. One
2	1	4	9	I LIKE IT	DINO
				4TH & B'WAY 7483/ISLAND	
3	2	1	11	BABY DON'T FORGET MY NUMBER	MILLI VANILLI
				ARISTA 1-9832	
4	5	9	7	IF YOU DON'T KNOW ME BY NOW	SIMPLY RED
				ELEKTRA 7-69297	
5	7	7	8	WHAT YOU DON'T KNOW	EXPOSE
				ARISTA 1-9836	
6	9	10	6	TOY SOLDIERS	MARTIKA
				COLUMBIA 38-68747	
7	11	14	5	ON OUR OWN	BOBBY BROWN
				MCA 53662	
8	8	8	7	EXPRESS YOURSELF	MADONNA
				SIRE 7-22948/WARNER BROS.	
9	4	2	15	I'LL BE LOVING YOU (FOREVER)	NEW KIDS ON THE BLOCK
				COLUMBIA 38-68671	
10	12	15	4	BATDANCE (FROM "BATMAN")	PRINCE
				WARNER BROS. 7-22924	
11	6	3	15	BUFFALO STANCE	NENEH CHERRY
				VIRGIN 7-99231	
12	10	6	10	ME MYSELF AND I	DE LA SOUL
				TOMMY BOY 926	
13	13	17	6	KEEP ON MOVIN'	SOUL II SOUL
				VIRGIN 7-99205	
14	14	11	8	IN MY EYES	STEVIE B
				LMR 74004	
15	15	18	4	SHOWER ME WITH YOUR LOVE	SURFACE
				COLUMBIA 38-68746	
16	16	19	5	FRIENDS	JODY WATLEY WITH ERIC B. & RAKIM
				MCA 53660	
17	18	20	5	I'M THAT TYPE OF GUY	LL COOL J
				DEF JAM 38-68902/COLUMBIA	
18	17	12	11	THIS TIME I KNOW IT'S FOR REAL	DONNA SUMMER
				ATLANTIC 7-88899	
19	20	23	3	COLD HEARTED	PAULA ABDUL
				VIRGIN 7-99196	
20	19	16	12	MISS YOU LIKE CRAZY	NATALIE COLE
				EMI 50185	
21	22	22	5	HOOKED ON YOU	SWEET SENSATION
				ATCO 7-99210	
22	21	13	18	EVERY LITTLE STEP	BOBBY BROWN
				MCA 53618	
23	23	24	6	GOOD THING	FINE YOUNG CANNIBALS
				I.R.S. 53639/MCA	
24	24	21	17	FOREVER YOUR GIRL	PAULA ABDUL
				VIRGIN 7-99230	
25	26	28	3	TURNED AWAY	CHUCKII BOOKER
				ATLANTIC 7-88917	
26	25	25	7	SEND ME AN ANGEL '89	REAL LIFE
				CURB 10531	
27	27	—	2	YOU'RE MY ONE AND ONLY (TRUE LOVE)	SEDUCTION
				VENETTA WV-1433/A&M	
28	28	27	3	RIGHT NEXT TO ME	WHISTLE
				SELECT 2005	
29	NEW	—	1	DON'T WANNA LOSE YOU	GLORIA ESTEFAN
				EPIC 34-68959/E.P.A.	
30	30	—	2	GONNA MAKE IT	SA-FIRE
				CUTTING 874 278-7/POLYGRAM	

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

# Billboard POWER PLAYLISTS

FOR WEEK ENDING JULY 15, 1989

Sample Playlists of the Nation's Largest Crossover Radio Stations

HOT 97FM		P.D.: Steve Ellis	
New York	1	1	Donna Summer, This Time I Know It's For Real
	2	2	Expose, What You Don't Know
	3	3	Milli Vanilli, Baby Don't Forget My Number
	4	4	New Kids On The Block, I'll Be Loving You (Fore
	5	5	Soul II Soul, Keep On Movin'
	6	6	Neneh Cherry, Buffalo Stance
	7	7	Karyn White, Secret Rendezvous
	8	8	Madonna, Express Yourself
	9	9	Dino, I Like It
	10	10	Real Life, Send Me An Angel '89
	11	11	De La Soul, Me Myself And I
	12	12	Bobby Brown, Every Little Step
	13	13	TKA, You Are The One
	14	14	Maurice, This Is Acid
	15	15	Stevie B, In My Eyes
	16	16	Sweet Sensation, Hooked On You
	17	17	Simply Red, If You Don't Know Me By Now
	18	18	Sa-Fire, Gonna Make It
	19	19	Pajama Party, Yo No Se
	20	20	Diana Ross, Working Overtime
	21	21	Lisa Lisa & Cult Jam, Just Git It Together
	22	22	Alta Dustin, One Man Woman
	23	23	Paula Abdul, Cold Hearted
	24	24	Jody Watley With Eric B. & Rakim, Friends
	25	25	Prince, Batdance (From "Batman")
	26	26	Bobby Brown, On Our Own
	27	27	Johnny O, Highways Of Love
	28	28	Joey Kid, Everything I Own
	29	29	Debbie Gibson, No More Rhyme
	30	30	Judy Torres, Love Story
	31	31	Natalie Cole, Miss You Like Crazy
	32	32	Samantha Fox, Love House
	33	33	Gloria Estefan, Don't Wanna Lose You
	34	34	LL Cool J, I'm That Type Of Guy
	35	35	Dead Or Alive, Come Home With Me Baby
EX	EX	EX	Sandra, Everlasting Love
EX	EX	EX	New Order, Round And Round
EX	EX	EX	Stacey Q, Give You All My Love

Power 106FM		P.D.: Jeff Wyatt	
Los Angeles	1	1	Neneh Cherry, Buffalo Stance
	2	2	New Kids On The Block, I'll Be Loving You (Fore
	3	3	Dino, I Like It
	4	4	De La Soul, Me Myself And I
	5	5	Karyn White, Secret Rendezvous
	6	6	Milli Vanilli, Baby Don't Forget My Number
	7	7	Donna Summer, This Time I Know It's For Real
	8	8	Expose, What You Don't Know
	9	9	Stevie B, In My Eyes
	10	10	Simply Red, If You Don't Know Me By Now
	11	11	Paula Abdul, Forever Your Girl
	12	12	Simply Red, If You Don't Know Me By Now
	13	13	Fine Young Cannibals, Good Thing
	14	14	Madonna, Express Yourself
	15	15	Bobby Brown, On Our Own
	16	16	Raiana Paige, Open Up Your Heart
	17	17	Waterfront, Cry
	18	18	Prince, Batdance (From "Batman")
	19	19	Martika, Toy Soldiers
	20	20	Jody Watley With Eric B. & Rakim, Friends
	21	21	Rod Stewart, Crazy About Her
	22	22	Paula Abdul, Cold Hearted
	23	23	Sandee, Notice Me
	24	24	Real Life, Send Me An Angel '89
	25	25	TKA, You Are The One
	26	26	Sweet Sensation, Hooked On You
	27	27	Boy George, Don't Take My Mind On A Trip
	28	28	Sa-Fire, Gonna Make It
	29	29	The Jacksons, Nothin' (That Compares 2 U)
	30	30	Stevie B, I Wanna Be The One
	31	31	Soul II Soul, Keep On Movin'
	32	32	Dead Or Alive, Come Home With Me Baby
	33	33	Information Society, Lay All Your Love On Me
	34	34	Seduction, You're My One And Only (True Love)
	35	35	Johnny O, Highways Of Love
EX	EX	EX	Robert Palmer, Tell Me I'm Not Dreaming
EX	EX	EX	Stacey Q, Give You All My Love
EX	EX	EX	Debbie Gibson, No More Rhyme
EX	EX	EX	Royalaly, Baby Gonna Shake

Q102		P.D.: Elvis Duran	
Philadelphia	1	1	Prince, Batdance (From "Batman")
	2	2	New Kids On The Block, I'll Be Loving You (Fore
	3	3	Martika, Toy Soldiers
	4	4	Fine Young Cannibals, Good Thing
	5	5	Natalie Cole, Miss You Like Crazy
	6	6	Donna Summer, This Time I Know It's For Real
	7	7	Pajama Party, Yo No Se
	8	8	Dino, I Like It
	9	9	Benny Mardones, Into The Night
	10	10	De La Soul, Me Myself And I
	11	11	Rob Base & D.J. E-Z-Rock, Joy And Pain
	12	12	Soul II Soul, Keep On Movin'
	13	13	Expose, What You Don't Know
	14	14	Stevie B, In My Eyes
	15	15	Jimmy Harnen + Synch, Where Are You Now?
	16	16	Bobby Brown, On Our Own
	17	17	Jody Watley With Eric B. & Rakim, Friends
	18	18	Seduction, You're My One And Only (True Love)
	19	19	LL Cool J, I'm That Type Of Guy
	20	20	Paula Abdul, Forever Your Girl
	21	21	Bobby Brown, Every Little Step
	22	22	Love And Rockets, So Alive
	23	23	Chuckii Booker, Turned Away
	24	24	Milli Vanilli, Baby Don't Forget My Number
	25	25	Karyn White, Secret Rendezvous
	26	26	Real Life, Send Me An Angel '89
	27	27	Madonna, Express Yourself
	28	28	Sweet Sensation, Hooked On You
	29	29	Sa-Fire, Gonna Make It
	30	30	Surface, Shower Me With Your Love
	31	31	Paula Abdul, Cold Hearted
	32	32	Rod Stewart, Crazy About Her
	33	33	Gloria Estefan, Don't Wanna Lose You
	34	34	Royalaly, Baby Gonna Shake
	35	35	New Kids On The Block, Hangin' Tough
EX	EX	EX	Kon Kan, Harry Houdini
EX	EX	EX	Holly Johnson, Love Train
EX	EX	EX	Dead Or Alive, Come Home With Me Baby
EX	EX	EX	Debbie Gibson, No More Rhyme
EX	EX	EX	Robert Palmer, Tell Me I'm Not Dreaming
EX	EX	EX	Living In A Box, Blow The House Down
EX	EX	EX	Stacey Q, Give You All My Love
EX	EX	EX	Aretha Franklin & Whitney Houston, It Isn't, It

KIMEL 106 FM		P.D.: Keith Naftaly	
San Francisco	1	1	Karyn White, Secret Rendezvous
	2	2	Expose, What You Don't Know
	3	3	Dino, I Like It
	4	4	Simply Red, If You Don't Know Me By Now
	5	5	Soul II Soul, Keep On Movin'
	6	6	Martika, Toy Soldiers
	7	7	Milli Vanilli, Baby Don't Forget My Number
	8	8	Surface, Shower Me With Your Love
	9	9	LL Cool J, I'm That Type Of Guy
	10	10	Bobby Brown, On Our Own
	11	11	Guy, Piece Of My Love
	12	12	Tommy Tonel, Far The Love Of You