

Publishers In Harmony On Steeper Sheet-Music Price

BY EDWARD MORRIS

NASHVILLE—The big four print music publishers have all raised the retail price of their sheet music to \$3.50. Prior to the increase, which CPP/Belwin initiated in March 1988, sheets generally retailed for \$2.95. Hal Leonard raised its sheet prices to \$3.50 Dec. 1. Warner Bros. and Cherry Lane made their across-the-board price jumps official Jan. 1.

The prices on personality folios have also been rising. The standard prices range from \$12.95 to \$14.95, although some go as high as \$16.95.

Publishing chieftains advance different reasons for the print music price escalation. But all agree that the \$3.50 level should hold for the foreseeable future.

Says Sandy Feldstein, president of CPP/Belwin, "At this point, we are not planning any increases in prices within the next years. We may have been a little early as a company [with the increase]. But we are holding the line." He reports that there was some slight market reluctance when the \$3.50 price was announced but that it no longer exists.

Keith Mardak, president of Hal Leonard, contends his company increased its sheet music price just to keep up with the other publishers: "We didn't do it because of the increased costs or anything of that nature," he says. "The motivation to go to \$3.50 is that we found out that the dealers were sticking us to \$3.50." And, he adds, Hal Leonard discovered that when retailers had a choice of buying competing sheets of the same song, they generally opted for the ones tagged at \$3.50.

Cherry Lane, according to Michael Lefferts, president of its print division, introduced its \$3.50 sheets about six months ago on a selective basis. "We decided [to raise] things that were standards, things like [John Denver's] 'Annie's Song' and Lionel Richie's 'Truly' and 'Hello.' But we kept some of the others at \$2.95. What we've not done is just take everything and automatically just change the price—sticker it."

As the \$2.95 inventory is depleted,

however, the publishers will all do their reprints at \$3.50.

Jay Morgenstern, president of Warner Bros. Publishing, says his company "probably had a dozen" \$3.50 titles last year, among them the immensely popular "Wind Beneath My Wings." Unlike Mardak, however, Morgenstern cites increased royalties and paper and printing costs for the price hike. "It was just the economic thing to do," he says.

Morgenstern worries, though, that the price may have gone as high as it can go. "I don't think the market would take more of a price increase on sheet music," he says. "There'll be a problem if costs keep escalating."

Feldstein notes that as sheet music prices increase, they run into competition from the folios. "[For] \$12.95, you can get a whole album's songs," he says. "So why should you buy one [song] for \$3.50?"

"As recently as three or four years ago," Lefferts recalls, "you were finding many, many folios—in fact, most folios—at anywhere between \$9.95 and \$12.95. Now \$12.95 is sort of standard for a regular piano book of moderate length. Because of the explosion of guitar music and the high cost of transcribing this music, you will find that our guitar folios—and those of most print publishers—are going as high as \$16.95 and meeting very little resistance."

In addition to the transcribing costs boosting the price tag on guitar books, Morgenstern points out that such folios require more pages and thus incur more printing and paper expenses.

Lefferts maintains that the artists whose songs are made into sheets are the big winners in this latest round of pricing, since their royalties are calculated on a percentage of the selling price. "While our percentage [income] is increasing," he says, "so are our costs."

"For those of us who have been in the business for a long time," Feldstein sums up, "all the prices seem a little crazy. I know I'm pricing school band music at \$40 that I remember pricing at \$6."

New U.K. Radio Controversy Industry Uneasy Over New Easy FM

BY NIGEL HUNTER

LONDON—The Independent Broadcasting Authority's decision to award an incremental contract to Melody Radio for the London area has aroused some resentment and controversy.

Melody Radio's format on FM will be easy listening. Its success in gaining the contract surprised radio industry observers who expected it to be awarded to one of the contenders offering a classical service, which is still lacking in the capital.

Melody Radio is headed by industrial entrepreneur Lord Hanson, and the station is being set up under an overall management contract by Radio Clyde, the Glasgow, Scotland-based independent radio station.

"The staff of Melody Radio will be separately recruited and based in London," says Clyde MD James Gordon. "We are responsible for re-

cruting them, setting their objectives, monitoring their performance, and ensuring that the station fulfills the promises set out in the application for the license and is successful. There will be more than 20 staff and a separate sales force of 10."

Melody Radio will be semi-automated, but Gordon rejects an allegation from London Jazz Radio head of music Dave Lee that this means there will be no presenters, contrary to IBA policy.

"It does mean that the Melody presenters will avoid unnecessary talk and let the music emerge as the main 'personality' on Melody Radio," Gordon states. "However, they will, of course, provide all essential information."

He adds that the criterion for music selection is a strong melody line. All genres of music would be acceptable if they met this definition.

FOR WEEK ENDING JANUARY 27, 1990

Billboard. CROSSOVER RADIO AIRPLAY™

THIS WEEK	LAST WEEK	TITLE	ARTIST
1	1	TWO TO MAKE IT RIGHT VENDETTA TS-1464/A&M	SEDUCTION
2	4	OPPOSITES ATTRACT VIRGIN 7-99158	PAULA ABDUL
3	5	WE CAN'T GO WRONG CAPITOL 44498	THE COVER GIRLS
4	2	PUMP UP THE JAM SBK 07311	TECHNOTRONIC
5	3	EVERYTHING MCA 53714	JODY WATLEY
6	7	NO MORE LIES RUTHLESS 7-99149/ATCO	MICHEL'LE
7	9	TELL ME WHY ARISTA 9916	EXPOSE
8	8	TENDER LOVER SOLAR 74003/E.P.A.	BABYFACE
9	10	C'MON AND GET MY LOVE FRR 886 798-4/POLYGRAM	D-MOB
10	12	ESCAPADE A&M 1490	JANET JACKSON
11	13	HOW AM I SUPPOSED TO LIVE WITHOUT YOU COLUMBIA 38-73017	MICHAEL BOLTON
12	14	ALL OR NOTHING ARISTA 9924	MILLI VANILLI
13	6	RHYTHM NATION A&M TS-1455	JANET JACKSON
14	17	IF YOU LEAVE ME NOW LMR 77000	JAYA
15	19	HERE AND NOW EPIC 34-73029/E.P.A.	LUTHER VANDROSS
16	20	I WILL SURVIVE (FROM "SHE-DEVIL") MERCURY 876 369-4/POLYGRAM	SA-FIRE
17	11	ANOTHER DAY IN PARADISE ATLANTIC 7-88774	PHIL COLLINS
18	15	BACK TO LIFE VIRGIN 7-99171	SOUL II SOUL (FEATURING CARON WHEELER)
19	18	OVER AND OVER ATLANTIC 7-88799	PAJAMA PARTY
20	—	JUST A FRIEND COLD CHILLIN' 7-22784/WARNER BROS.	BIZ MARKIE
21	21	NEVER 2 MUCH FOR U 4TH & B'WAY 7495/ISLAND	DINO
22	25	WHOLE WIDE WORLD RCA 9098	A'ME LORAIN
23	22	I'LL BE GOOD TO YOU QWEST 7-22697/WARNER BROS.	QUINCY JONES
24	29	HERE WE ARE EPIC 34-73084/E.P.A.	GLORIA ESTEFAN
25	23	DON'T MAKE ME OVER NEXT PLATEAU 325	SYBIL
26	24	DON'T TAKE IT PERSONAL ARISTA 9875	JERMAINE JACKSON
27	16	WITH EVERY BEAT OF MY HEART ARISTA 9895	TAYLOR DAYNE
28	—	REAL LOVE ATLANTIC 7-88816	SKYY
29	30	THERE'S A PARTY GOING ON CUTTING 228	YVONNE
30	—	LOVE ME FOR LIFE LMR LP CUT	STEVIE B

THIS WEEK	LAST WEEK	TITLE	ARTIST
1	1	JANIE'S GOT A GUN GEFFEN 7-22727	AEROSMITH
2	2	KICKSTART MY HEART ELEKTRA 7-69248	MOTLEY CRUE
3	4	DOWNTOWN TRAIN WARNER BROS. 7-22685	ROD STEWART
4	3	JUST BETWEEN YOU & ME ATLANTIC 7-88781	LOU GRAMM
5	7	PEACE IN OUR TIME COLUMBIA 38-73047	EDDIE MONEY
6	10	I REMEMBER YOU ATLANTIC 7-88886	SKID ROW
7	14	SOMETIMES SHE CRIES COLUMBIA 38-73095	WARRANT
8	5	ANOTHER DAY IN PARADISE ATLANTIC 7-88774	PHIL COLLINS
9	8	A GIRL LIKE YOU ENIGMA 44480/CAPITOL	THE SMITHEREENS
10	6	LOVE SONG Geffen 7-22856	TESLA
11	12	PRICE OF LOVE EPIC 34-73094/E.P.A.	BAD ENGLISH
12	9	FREE FALLING MCA 53748	TOM PETTY
13	16	DANGEROUS EMI 50233	ROXETTE
14	26	TOO LATE TO SAY GOODBYE EMI 50234	RICHARD MARX
15	15	WHEN THE NIGHT COMES CAPITOL 44437	JOE COCKER
16	27	BLACK VELVET ATLANTIC 4-88742	ALLANAH MYLES
17	21	WHAT KIND OF MAN WOULD I BE REPRISE 7-22741	CHICAGO
18	13	WAIT FOR YOU WTF 311-73034	BONHAM
19	29	ROAM REPRISE 7-22667	THE B-52'S
20	30	I GO TO EXTREMES COLUMBIA 38-73091	BILLY JOEL
21	11	EVERYTHING YOU DO ATLANTIC 7-88823	FIONA (WITH KIP WINGER)
22	19	FOOL FOR YOUR LOVING Geffen 4-22715	WHITESNAKE
23	24	HOW AM I SUPPOSED TO LIVE WITHOUT YOU COLUMBIA 38-73017	MICHAEL BOLTON
24	—	THE DEEPER THE LOVE Geffen 4-19951	WHITESNAKE
25	28	PERSONAL JESUS SIRE 4-19941/REPRISE	DEPECHE MODE
26	—	HOUSE OF FIRE EPIC 34-73085/E.P.A.	ALICE COOPER
27	22	JUST LIKE JESSE JAMES Geffen 7-22844	CHER
28	—	I CAN'T EXPLAIN MERCURY 876 190-4/POLYGRAM	SCORPIONS
29	17	LIVING IN SIN MERCURY 876 070-7/POLYGRAM	BON JOVI
30	18	WE DIDN'T START THE FIRE COLUMBIA 38-73021	BILLY JOEL

Products with the greatest airplay gains this week.
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TOP 40/DANCE PLAYLISTS		
HOT 97 FM	New York	P.D.: Joel Salkowitz
1	1	Jody Watley, Everything
2	4	Seduction, Two To Make It Right
3	6	Jaya, If You Leave Me Now
4	2	Yvonne, There's A Party Going On
5	3	Cynthia, Thief Of Hearts
6	8	Michelle, No More Lies
7	10	Judy Torres, Love U Will U Love Me
8	10	Paula Abdul, Opposites Attract
9	11	Sybil, Walk On By
10	5	Pajama Party, Over And Over
11	13	Doug Lazy, Let The Rhythm Pump
12	12	Babyface, Tender Lover
13	9	Technotronic, Pump Up The Jam
14	17	Exposé, Tell Me Why
15	15	Michael Rodgers, I Got Love
16	19	The Cover Girls, We Can't Go Wrong
17	20	Eileen Flores, Touch Me With Your
18	22	Technotronic, Get Up!
19	25	D-Mob, C'mon And Get My Love
20	21	Dino, Never 2 Much For U
21	25	Lattanzi, Is That What You Call Love
22	24	Milli Vanilli, All Or Nothing
23	16	Taylor Dayne, With Every Beat Of My
24	14	Quincy Jones, I'll Be Good To You
25	28	Bettina, Destiny
26	33	Kyze, Stomp (Move Jump Jack Your
27	18	New Kids On The Block, This One's
28	34	Janet Jackson, Escapade
29	29	Marcia Griffiths, Electric Boogie
30	31	Gloria Estefan, Here We Are
31	35	A'me Lorain, Whole Wide World
A32	—	Fascination, Remember
33	23	Janet Jackson, Rhythm Nation
34	EX	India, Right From The Start
A35	—	Madonna, Keep It Together
A	—	Taylor Dayne, Love Will Lead You
A	—	Seduction, Heartbeat
A	—	Roxette, Dangerous
A	—	Stevie B, Love Me For Life
Q102	Philadelphia	P.D.: Elvis Duran
1	1	Cool C, Glamorous Life
2	4	Michael Biehn, How Am I Supposed
3	3	Exposé, Tell Me Why
4	6	Biz Markie, Just A Friend
5	5	Michelle, No More Lies
6	10	Paula Abdul, Opposites Attract
7	15	Janet Jackson, Escapade
8	D	D-Mob, C'mon And Get My Love
9	9	Milli Vanilli, All Or Nothing
10	13	Marcia Griffiths, Electric Boogie
11	2	Seduction, Two To Make It Right
12	7	A'me Lorain, Whole Wide World
13	18	Billy Joel, We Didn't Start The Fire
14	14	Depeche Mode, Personal Jesus
15	17	Michael O'Keefe, Was It Nothing At
16	19	Sa-Fire, I Will Survive (From "She-
17	22	Luther Vandross, Here And Now
18	12	Billy Joel, We Didn't Start The Fire
19	20	Abstrax, Right And Wrong
20	11	Taylor Dayne, With Every Beat Of My
21	16	Technotronic, Pump Up The Jam
22	—	Stevie B, Love Me For Life
A23	—	Richard Marx, Too Late For Goodbye
24	24	The Cover Girls, We Can't Go Wrong
25	25	Rod Stewart, Downtown Train
EX	EX	Terrence Trent Darcy, To Know
EX	EX	Kylie Minogue, Wouldn't Change A
EX	EX	Sky, Real Love
A	—	U-Krew, If You Were Mine
EX	EX	Taylor Dayne, Love Will Lead You
EX	EX	Gloria Estefan, Here We Are
Power 106 FM	Los Angeles	P.D.: Jeff Wyatt
1	1	Seduction, Two To Make It Right
2	5	Jody Watley, Everything
3	2	Sybil, Don't Make Me Over
4	3	Soul II Soul (Featuring Caron
5	4	Technotronic, Pump Up The Jam
6	6	Pajama Party, Over And Over
7	7	Johnny O, Memories
8	8	Stevie B, Girl I Am Searching For
9	12	D-Mob, C'mon And Get My Love
10	15	Jaya, If You Leave Me Now
11	9	Shana, I Want You
12	11	Janet Jackson, Rhythm Nation
13	13	Taylor Dayne, With Every Beat Of My
14	17	Babyface, Tender Lover
15	18	Milli Vanilli, Blame It On The Rain
16	18	Paris By Night, Love On Your Head
17	21	Michelle, No More Lies
18	20	After 7, Heat Of The Moment
19	24	Linere, Sending All My Love
20	22	Exposé, Tell Me Why
21	25	Donna Summer, Breakaway
22	25	Janet Jackson, Escapade
23	26	Paula Abdul, Opposites Attract
24	27	Yvonne, There's A Party Going On
25	16	Young M.C., Bust A Move
26	32	The Cover Girls, We Can't Go Wrong
27	30	Jermaine Jackson, Don't Take It
28	14	The 2 Live Crew, Me So Horny
29	31	High Impact, Never Stop Loving You
30	34	Milli Vanilli, All Or Nothing
31	33	New Kids On The Block, This One's
32	33	Entouch, All In Your Mind
33	37	Sa-Fire, I Will Survive (From "Love-
34	36	Grace Jones, Love On Top Of Love-
35	38	A'me Lorain, Whole Wide World
36	40	Timmy Tee, Time After Time
37	39	Dino, Never 2 Much For U
38	29	Teddy Riley Featuring Guy, My Fan
KMEL 101.5 FM	San Francisco	P.D.: Keith Naftaly
1	2	Luther Vandross, Here And Now
2	3	Michelle, No More Lies
3	12	Oaktown 3-5-7, Juicy Gotcha Crazy
4	4	Paula Abdul, Opposites Attract
5	10	Janet Jackson, Escapade
6	6	Joyce Byrd, I'll Be There For You
7	9	D-Mob, C'mon And Get My Love
8	8	Tony Lemons, Forever More
9	11	The Cover Girls, We Can't Go Wrong
10	1	Seduction, Two To Make It Right
11	15	Biz Markie, Just A Friend
12	5	Babyface, Tender Lover
13	16	Full Force, Friends Before Lovers
14	14	Dino, Never 2 Much For U
15	17	Doug Lazy, Let The Rhythm Pump
16	19	Michael Bolton, How Am I Supposed
17	7	Jermaine Jackson, Don't Take It
18	22	A'me Lorain, Whole Wide World
19	21	India, Right From The Start
20	13	Janet Jackson, Rhythm Nation
21	27	Sky, Real Love
22	26	Lisa Stansfield, All Around The World
23	26	Jody Watley, Everything
24	24	Exposé, Tell Me Why
25	28	Milli Vanilli, All Or Nothing
26	29	Technotronic, Get Up!
27	EX	MC Hammer, Help The Children
A28	—	Bl Nelson, Evidence Of Love
29	EX	Madonna, Keep It Together
30	EX	U-Krew, If You Were Mine
A	—	Smookey Robinson, Everything U
A	—	Taylor Dayne, Love Will Lead You
A	—	Chimes, 1-2-3
Pirate Radio 100.3 FM	Los Angeles	P.D.: Scott Shannon
1	1	Aerosmith, Janie's Got A Gun
2	3	Motley Crue, Kickstart My Heart
3	2	Tom Petty, Free Falling
4	7	Skid Row, I Remember You
5	6	Great White, Angel Song
6	5	Tesla, Love Song
7	12	Phil Collins, Another Day In Paradise
8	11	Warrant, Sometimes She Cries
9	11	Rod Stewart, Downtown Train
10	10	Bonham, Wait For You
11	14	Depeche Mode, Personal Jesus
12	8	Bon Jovi, Living In Sin
13	9	Lou Gramm, Just Between You & Me
14	17	The Smitereens, A Girl Like You
15	16	Eddie Money, Peace In Our Time
16	EX	The B-52's, Roam
17	EX	Allanah Myles, Black Velvet
18	19	Roxette, Dangerous
19	20	Bad English, Price Of Love
20	EX	Richard Marx, Too Late To Say Good
A	—	Alice Cooper, House Of Fire
A	—	