

# WM. MORRIS AGENCY MOVES URBAN/RAP ACTS TO CONTEMPORARY DIVISION

(Continued from page 10)

press statement, Alen underscores the strengthening of the agency's urban/rap division by pointing out that in October, four of the top five R&B singles acts—Vanessa Williams, Karyn White, Color Me Badd, and Naughty By Nature—are William Morris clients.

One essential change is that the urban/rap area, once operated as a separate division, now is integrated under the contemporary music banner, with each individual artist handled according to their audience appeal.

"Rather than segregate it and have it as a separated department, we merged it with the contemporary group," says John Marx, VP and head of the contemporary music department. "What we found is [when we operated urban/rap music as a separate division] we were limiting the scope of opportunities for those artists. The agents that were booking them were looking at them as black acts selling to a more narrow market than we are approaching it now."

Says Alen: "The main reason for the change is that the buyers for urban and rap music, especially urban, are the same ones buying the contem-

porary artists. They are appearing in the same clubs, using the same buyers, like Nederlander and Pace. So we felt we could maximize our strength to have the same agents sell to them . . . It's really just moving things around slightly to match what's happening in the marketplace."

Marx remains in his post with expanded responsibilities in the urban/rap area. Jeff Frasco, formerly with Triad, joins the company as head of West Coast urban/rap, while Cara Lewis continues to head East Coast urban/rap responsibilities.

In addition, Jon Podell now heads the East Coast contemporary music group; Shelly Schultz has been named head of development for the contemporary music group. Nick Caris, formerly of the International Talent Group, joins as an agent in the contemporary music group in New York.

Other agents in the contemporary music division are Steve Martin, Toby Ludwig, John Harrington, Marc Friedenberg, and Guy Richard. Alen and Jorge Pinos handle international bookings.

Cara Lewis, who has handled the

bulk of William Morris' rap artists for the past two years, adds that the reorganization provides more general support, and says, "This is great because everyone is involved. I now have seven people on the East Coast and seven on the West Coast."

William Morris represents more than 100 urban and rap-oriented acts. Some of the other artists on the roster are Public Enemy, Bobby Brown, Queen Latifah, Digital Underground, Crystal Waters, Aretha Franklin, the Family Stand, Chuckii Booker, BeBe & CeCe Winans, Stevie Wonder, Ice-T, and Ice Cube.

Although the agency has had a number of black agents in the past, their departures in recent months have, ironically, left the company without any African-American staffers.

With other agencies, particularly New York-based Famous Artists, specializing in up-and-coming R&B, rap, and dance acts, some may perceive the William Morris restructuring as yet another stab at "getting it right." The urban/rap division, established roughly four years ago, has gone through a few incarnations in terms of personnel, including a set-up as a freestanding division.

Asked whether William Morris was in the process of playing catch-up, Marx replies, "Five years ago William Morris was being viewed by most of the music community as [an entity] that was on their way out of business as it pertains to music if something wasn't done. The company recognized that, that's why they brought me in five years ago to reorganize the contemporary music and get the R&B division started."

"We are cognizant of where we are and where we're going," Marx continues. "We have made some impressive gains with regard to new clients and new agents, and we have a new level of awareness and acceptance of where the agency is."

However, one industry competitor comments: "I don't think the company considers that area of music to be that significant. Urban/rap is still a stepchild to them. In the past 10 years rap has been a significant part of the business, and they have only begun to pay attention in the last few years."



by Geoff Mayfield

**BATTLE OF THE BIG GUYS:** Hammer improves on last week's sales by better than 10% to earn a third consecutive bullet on The Billboard 200 Top Albums, which helps him close the gap between his latest title and the No. 1 slot. But, steady Garth Brooks—who essentially holds even with last week's sales—remains in front by more than 30,000 units. Hammer's effort to unseat Brooks could be thwarted by U2, predicted by some industryites to become the next act to open at No. 1 . . . As anticipated, Genesis makes an impressive debut, clocking in at No. 4. But, to put things in perspective, Brooks' current tally—in the neighborhood of 175,000 units—is almost double the sales earned by Genesis.

**BACK PAGES:** Both Brooks and Hammer see older titles benefit from exposure generated by their new ones. Brooks' "No Fences" vaults back into the top 10 (12-9), while his first set jumps two places to No. 33. And Hammer's "Please Hammer Don't Hurt 'Em," which spent 21 weeks at No. 1 in 1990 (back in the days when he still had M.C. in his moniker), is catching a second wind. Two weeks ago, when Hammer's "Too Legit To Quit" debuted at No. 2, the previous set slid back one place to No. 118. But it has now bulleted two weeks in a row, moving 118-103 last week and 103-95 this week.

**WEEP NOT for Nirvana.** The gap that stands between the upstart power trio and Genesis is one of the smallest margins we've seen in the 28 weeks Billboard has used the point-of-sale system. It appears that Ice Cube, whose sales drop by more than 30,000 units, will likely fall out of the top five next week. If that happens, expect Nirvana to hold at No. 5, or possibly move back up to No. 4 . . . Bryan Adams also manages a "backward bullet" at No. 16. In Adams' case, his position is affected by a combination of the Genesis debut and a rebound by Natalie Cole, who picks up a bullet while holding at No. 15.

**BUSTING LOOSE:** On a 65% increase in unit sales, rookie Curtis Stigers soars ahead 55 places to No. 119. He jumps 161-98 at The Musicland Group and ranks No. 56 at Spec's Music. Arista says his debut is also seeing steady growth at rack leader The Handleman Co.

**GIVING THE GIFT:** Since there are only 20 shopping days between Thanksgiving and Christmas, and since Hanukkah starts early this year, are some consumers getting an early start on gift shopping? Two titles that suggest as much are the Barbra Streisand box and "For Our Children," the all-star project that benefits the Pediatric AIDS Foundation. Streisand's "Just For The Record . . ." bullets for a second straight week, and has moved ahead 22 places during that span. "For Our Children," which has earned Little Richard the first gold record of his career, has bulleted for three consecutive weeks.

**UPDATE:** W.H. Smith's U.S. music web, Philadelphia-based Wee Three, has just joined the SoundScan reporting pool.

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# Top 40 Radio Monitor™

Compiled from a national sample of monitored top 40 radio stations by Broadcast Data Systems. 122 top 40 stations are monitored 24 hours a day, seven days a week. The titles are printed in order of gross impressions, which are computed by cross-referencing exact times of airplay with Arbitron listener data. This data is used in the Hot 100 Singles chart.

THIS WEEK	LAST WEEK	WEEKS ON	TITLE	ARTIST (LABEL)	THIS WEEK	LAST WEEK	WEEKS ON	TITLE	ARTIST (LABEL)
			★ ★ NO. 1 ★ ★		38	51	3	I LOVE YOUR SMILE	SHANICE (MOTOWN)
1	1	9	WHEN A MAN LOVES A WOMAN	MICHAEL BOLTON (COLUMBIA)	39	36	11	A DAY IN MY LIFE (WITHOUT YOU)	LISETTE MELLENDEZ (FEVER/COLUMBIA)
2	10	2	BLACK OR WHITE	MICHAEL JACKSON (EPIC)	40	39	6	HOUSECALL	SHABBA RANKS/MAXI PRIEST (EPIC)
3	2	9	SET ADRIFT ON MEMORY BLISS	P.M. DAWN (GEE STREET/ISLAND/PLG)	41	40	4	TELL ME WHAT YOU WANT ME...	TEVIN CAMPBELL (QWEST/WB)
4	4	8	ALL 4 LOVE	COLOR ME BADD (GIANT)	42	45	3	JUST A TOUCH OF LOVE	C&C MUSIC FACTORY (COLUMBIA)
5	9	9	BLOWING KISSES IN THE WIND	PAULA ABDUL (CAPTIVE/VIRGIN)	43	44	8	SOMETHING GOT ME STARTED	SIMPLY RED (EASTWEST)
6	8	13	IT'S SO HARD TO SAY GOODBYE...	BOYZ II MEN (MOTOWN)	44	53	5	SPENDING MY TIME	ROXETTE (EMI)
7	5	10	CREAM	PRINCE & THE N.P.G. (PAISLEY PARK)	45	47	4	ANGEL BABY	ANGELICA (QUALITY)
8	3	16	ROMANTIC	KARYN WHITE (WARNER BROS.)	46	41	16	JUST WANT TO HOLD YOU	JASMINE GUY (WARNER BROS.)
9	6	14	EMOTIONS	MARIAH CAREY (COLUMBIA)	47	33	17	EVERYBODY PLAYS THE FOOL	AARON NEVILLE (A&M)
10	7	17	DO ANYTHING	NATURAL SELECTION (EASTWEST)	48	55	4	FOREVER MY LADY	JODECI (MCA)
11	17	6	CAN'T LET GO	MARIAH CAREY (COLUMBIA)	49	38	13	REAL REAL REAL	JESUS JONES (SBK)
12	13	9	THAT'S WHAT LOVE IS FOR	AMY GRANT (A&M)	50	74	2	KEEP IT COMIN'	KEITH SWEAT (ELEKTRA)
13	15	5	KEEP COMING BACK	RICHARD MARX (CAPITOL)	51	50	19	LOUDER THAN LOVE	TKA (TOMMY BOY)
14	12	16	HOLE HEARTED	EXTREME (A&M)	52	56	10	DON'T CRY	GUNS N' ROSES (Geffen)
15	11	7	STREET OF DREAMS	NIA PEEPLES (CHARISMA)	53	52	20	TIME, LOVE AND TENDERNESS	MICHAEL BOLTON (COLUMBIA)
16	19	20	WITH YOU	TONY TERRY (EPIC)	54	60	5	TOP OF THE WORLD	VAN HALEN (WARNER BROS.)
17	20	11	FINALLY	CE CE PENITON (A&M)	55	65	2	I WANNA BE YOUR GIRL	ICY BLU (GIANT)
18	14	18	LOVE OF A LIFETIME	FIREHOUSE (EPIC)	56	66	2	WORD TO THE BADD!	JERMAINE JACKSON (LAFACE/ARISTA)
19	22	4	NO SON OF MINE	GENESIS (ATLANTIC)	57	59	8	GROOVY TRAIN	THE FARM (SIRE/REPRISE)
20	16	12	CAN'T STOP THIS THING WE...	BRYAN ADAMS (A&M)	58	58	8	GET A LEG UP	JOHN MELLENCAMP (MERCURY)
21	21	14	LET'S TALK ABOUT SEX	SALT-N-PEPA (NEXT PLATEAU)	59	73	2	IN MY DREAMS	THE PARTY (HOLLYWOOD/ELEKTRA)
22	18	19	GOOD VIBRATIONS	MARKY MARK (INTERSCOPE/EASTWEST)	60	62	5	2 LEGIT 2 QUIT	HAMMER (CAPITOL)
23	26	9	SET THE NIGHT TO MUSIC	ROBERTA FLACK/MAXI PRIEST (ATLANTIC)	61	49	10	WHISPERS	CORINA (CUTTING/ATCO)
24	30	7	LIVE FOR LOVING YOU	GLORIA ESTEFAN (EPIC)	62	48	7	TENDER KISSES	TRACIE SPENCER (CAPITOL)
25	25	17	RUNNING BACK TO YOU	VANESSA WILLIAMS (WING/MERCURY)	63	54	14	WORD TO THE MUTHA	BELL BIV DEVOE (MCA)
26	24	14	O.P.P.	NAUGHTY BY NATURE (TOMMY BOY)	64	—	1	THE WAY I FEEL ABOUT YOU	KARYN WHITE (WARNER BROS.)
27	23	15	DON'T WANT TO BE A FOOL	LUTHER VANDROSS (EPIC)	65	70	2	LOVE CRAZY	ATLANTIC STARR (REPRISE)
28	28	12	THE ONE AND ONLY	CHESNEY HAWKES (CHRYSALIS)	66	63	6	WITHIN MY HEART	VOYCE (ATCO)
29	34	9	I WONDER WHY	CURTIS STIGERS (ARISTA)	67	64	2	KISS YOU BACK	DIGITAL UNDERGROUND (TOMMY BOY)
30	27	17	SOMETHING TO TALK ABOUT	BONNIE RAITT (CAPITOL)	68	—	1	SAVE UP ALL YOUR TEARS	CHER (Geffen)
31	29	19	I ADORE MI AMOR	COLOR ME BADD (GIANT)	69	67	7	RING MY BELL	D.J. JAZZY JEFF/FRESH PRINCE (JIVE)
32	31	20	WIND OF CHANGE	SCORPIONS (MERCURY)	70	69	3	IS IT GOOD TO YOU	HEAVY D. & THE BOYZ (UPTOWN/MCA)
33	37	4	TOO BLIND TO SEE IT	KYM SIMS (I.D./ATCO)	71	—	1	MYSTERIOUS WAYS	U2 (ISLAND/PLG)
34	42	4	BROKEN ARROW	ROD STEWART (WARNER BROS.)	72	68	6	LIES	EMF (EMI)
35	35	8	WILDSIDE	MARKY MARK (INTERSCOPE/EASTWEST)	73	—	1	I WANT YOU	JODY WATLEY (MCA)
36	46	3	LOVE ME ALL UP	STACY EARL (RCA)	74	—	1	THEN CAME YOU	T.P.E. (MCMAC)
37	43	5	CHANGE	LISA STANSFIELD (ARISTA)	75	72	12	WALK THROUGH FIRE	BAD COMPANY (ATCO)

○ Tracks moving up the chart with airplay gains. © 1991, Billboard/BPI Communications, Inc.

## TOP 40 RADIO RECURRENT MONITOR

1	2	2	(EVERYTHING I DO) I DO IT FOR...	BRYAN ADAMS (A&M)	14	13	18	BABY BABY	AMY GRANT (A&M)
2	1	2	MOTOWNPHILLY	BOYZ II MEN (MOTOWN)	15	14	19	TOUCH ME (ALL NIGHT LONG)	CATHY DENNIS (POLYDOR/PLG)
3	3	3	I CAN'T WAIT ANOTHER MINUTE	HI-FIVE (JIVE/RCA)	16	—	1	THE MOTOWN SONG	ROD STEWART (WARNER BROS.)
4	4	4	I'LL BE THERE	THE ESCAPE CLUB (ATLANTIC)	17	17	10	RUSH RUSH	PAULA ABDUL (CAPTIVE/VIRGIN)
5	5	8	RIGHT HERE, RIGHT NOW	JESUS JONES (SBK)	18	15	23	HOLD YOU TIGHT	TARA KEMP (GIANT)
6	6	7	TEMPTATION	CORINA (CUTTING/ATCO)	19	21	26	SOMEDAY	MARIAH CAREY (COLUMBIA)
7	—	1	NOW THAT WE FOUND LOVE	HEAVY D. & THE BOYZ (UPTOWN/MCA)	20	18	12	UNBELIEVABLE	EMF (EMI)
8	9	14	I WANNA SEX YOU UP	COLOR ME BADD (GIANT)	21	19	17	I LIKE THE WAY	HI-FIVE (JIVE/RCA)
9	7	2	TOO MANY WALLS	CATHY DENNIS (POLYDOR/PLG)	22	20	34	LOVE WILL NEVER DO	JANET JACKSON (A&M)
10	12	14	LOSING MY RELIGION	R.E.M. (WARNER BROS.)	23	—	22	I'VE BEEN THINKING ABOUT YOU	LONDONBEAT (RADIOACTIVE/MCA)
11	11	2	CRAZY	SEAL (SIRE/WARNER BROS.)	24	24	13	MORE THAN WORDS	EXTREME (A&M)
12	8	4	FAADING LIKE A FLOWER	ROXETTE (EMI)	25	16	29	GONNA MAKE YOU SWEAT	C&C MUSIC FACTORY (COLUMBIA)
13	10	4	EVERY HEARTBEAT	AMY GRANT (A&M)					

Recurrents are titles which have appeared on the Monitor for 20 weeks and have dropped below the top 20.