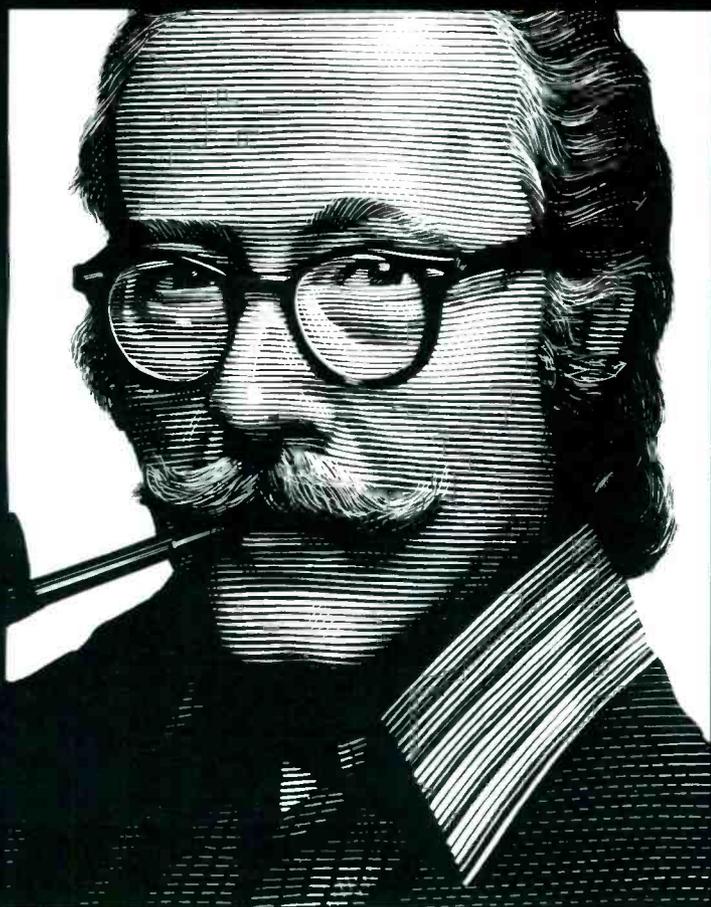


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ROLLING STONE CONGRATULATE  
THE WINNERS OF THE EIGHTH  
ANNUAL

# RALPH J. GLEASON

MUSIC BOOK AWARDS



**1**  
**Miss Rhythm:**  
**The Autobiography of Ruth Brown,**  
**Rhythm & Blues Legend**  
by Ruth Brown with Andrew Yule (Donald I. Fine)

**2**  
**Blues All Around Me:**  
**The Autobiography of B.B. King**  
by B.B. King with David Ritz (Avon Books)

**3**  
**Please Kill Me:**  
**The Uncensored Oral History of Punk**  
by Legs McNeil and Gillian McCain (Grove Press)

## Artists & Music

### A&M AIMS FOR ADULT R&B WITH NEW NEVILLE SET

(Continued from page 12)

really excited because this track puts him in a whole new world. Even though he's a black man he's not traditionally a black artist, but with a record like this he can be multi-format. The biggest thing is to not be afraid of it and to promote it with the same confidence of, say, a D'Angelo or Barry White."

Rosas' strategy includes release parties in mid-October in New York and New Orleans, which will tie in with local R&B stations and national contests to draw listeners.

A key element of A&M's promotion plan for the album is a long lead time at radio with "Say What's In Your Heart." It's being worked at AC outlets, and it will be promoted at pop stations in November.

At R&B adult outlets it carried a target date of Oct. 8, but the single has already been shipped to those stations, and feedback has been very encouraging, Rosas says. An extensive tip-sheet advertising campaign began Sept. 29, and A&M hopes to achieve significant exposure for the track's video on BET.

Rosas says that he "gets a kick out of" working crossover records and is researching street-level promotions that will reach the target demo of 25-54, including play during happy hour at bars and brunch at restaurants and at doctor's offices and passing out stickers at movie theaters. "I want to add to the success of A&M, and I need to grab the bull by the horns in many different ways."

Neville is scheduled to make a number of TV appearances the week of release, including "The Tonight Show With Jay Leno" and one of the network morning shows, among others, according to Wiggins. He is managed by Arnie Pustilnik at Bill Graham Management.

On the road, Neville will continue to tour with the Neville Brothers, though he has put together a band and will perform as a solo act on some occasions, including the TV appearances.

The Neville Brothers' deal with A&M was ended in January 1997. Wiggins, who worked with the Neville Brothers for many years as a manager before joining A&M several years ago, says the group asked to be released from its deal. "They are truly a unique band. I don't think there's a group of musicians I respect more. They have a distinct place in history with the other innovators of rock'n'roll," Wiggins says. Cynthia Parsons at Bill Graham, which also manages the Neville Brothers, says the split from A&M was a "mutual decision" between the band and the label.

Meanwhile, at retail, Neville's album will receive an aggressive pricing and positioning thrust, and Neville will make some in-store appearances. "We're not doing anything that different from what you'd expect for a major release. What is different is that we've given ourselves much more time at radio to penetrate and saturate the market," Wiggins notes.

As far as the potential effect of a new market for Neville at retail, Fazal Mohamed, store manager at HMV's 72nd Street store in New York, says he thinks it will "arouse some curiosity." Neville has historically been stocked in both the rock and soul departments at the store and may be featured on the rock listening post between the two departments, Mohamed says.

He adds that increased exposure to R&B audiences at radio might make Neville more accessible to his soul clientele, but "people who are going to buy it will buy it regardless of whether it's rock or soul."

In the end, that universal appeal is what Neville and "To Make Me Who I Am" is all about. "I just wish everybody could hear it," Neville says. "I feel akin to everybody. Even people that don't understand the language, they can feel my heart and vice versa."

Having contributed as a writer to this album more than he had in the past, Neville says this set is especially meaningful to him. He also co-produced two tracks with the album's executive producer, Mark Mazzetti, including the title track. That song evolved out of a conversation with Robbie Neville, whom he calls his "adopted son." (There is no relation.) He also credits writers Gordon Chambers and Bradley Spalter.

"I was telling Robbie my life story and how it took who I was and where I had come from to make me who I am and why I have compassion for other people," says Neville. "I think a lot of people can identify with that. And it's also real special because in it I mention the names of some dear friends I grew up with who didn't make it."

The other track produced by Neville and Mazzetti is the deeply moving prayer "Lovely Lady Dressed In Blue." Neville says he always likes to end his albums with "special songs," and he wrote this one based on a poem he remembered from his time in Catholic school. "One night about four in the morning I was feeling melancholy and down, and I had a piano so I sat down and started playing some stuff and singing spirituals. The little boy in me was crying out, and that poem was always special to me, so I put music to it. That's the little kid in me singing that song."

## amusement business

BOXSCORE  
TOP 10 CONCERT GROSSES

ARTIST(S)	Venue	Date(s)	Gross Ticket Price(s)	Attendance Capacity	Promoter
U2	Festival Site Reggio Emilia, Italy	Sept. 20	\$5,294,117 (9,158,822,410 lira) \$34.42	150,000 sellout	TNA International Ltd. Hurlator Music
U2	Parc des Princes Paris	Sept. 6	\$2,501,742 (15,135,539 francs) \$97.87/\$40.78	53,519 sellout	TNA International Ltd. Gerard Drouot Prods.
U2	Olympic Stadium Barcelona, Spain	Sept. 13	\$2,281,165 (337,612,420 pesetas) \$49.01/\$35.94	60,096 sellout	TNA International Ltd. Rock & Pop
U2	Alvalade Stadium Lisbon, Portugal	Sept. 11	\$2,045,906 (372,354,892 escudos) \$41.20/\$30.21	62,114 sellout	TNA International Ltd. Ritmore Blues
U2	Hippodrome Rome	Sept. 18	\$1,990,073 (3,442,826,290 lira) \$34.58	56,392 sellout	TNA International Ltd. Hurlator Music
U2	Hayarkon Park Tel Aviv, Israel	Sept. 30	\$1,809,388 (6,332,858 shekels) \$57.32	31,566 35,000	TNA International Ltd. Zev Eizek Corp.
U2	Vicente Calderon Stadium Madrid	Sept. 9	\$1,776,728 (270,062,656 pesetas) \$49.01/\$35.94	46,385 sellout	TNA International Ltd. Rock & Pop
U2	Espace Grammont Montpellier, France	Sept. 15	\$1,033,643 (6,119,167 francs) \$75/\$41.66	24,188 30,000	TNA International Ltd.
U2	Harbour Yard Thessaloniki, Greece	Sept. 26	\$725,000 (201,550,000 drachma) \$14.50	50,000 sellout	TNA International Ltd. Ned Revma
REBA MCENTIRE/BROOKS & DUNN	Gund Arena Cleveland	Oct. 4	\$665,960 \$40	16,649 17,000	Starstruck Promotions Tittle/Spalding

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