

Music & Media - A Powerful Combination

by Mark Fuller

Music and media is a powerful combination as the top names taking part in the panels at this year's International Music & Media Conference (IMMC) and performing at the Montreux Rock Festival (May 12-16) indicate.

Coca Cola's Vice President and Director Of Worldwide Media, William Lynn, will set the scene for the third IMMC with his keynote address (May 12) tracing the progress of marketing, music and media to the year 2000. Lynn says he will pay special attention to the European media scene which he sees developing in three ways: the setting up of private commercial terrestrial TV networks in nearly all European countries; the continued growth of satellite channels with a combined penetration of 50% of European TV households by the year 2000; and further privatisation of state-owned networks.

The first marketing panel, **Music Sponsorship** (May 12), will be chaired by Harvey Goldsmith, head of the Allied Entertainment Group (UK). The panel will take the form of a mock negotiation between artist manager Jim Beach (Queen) and a prestigious sponsor. Also on May 12, the new marketing opportunities in music and media will be discussed by the panel **Brave New World**, chaired by Gordon Link, Executive Vice President McCann-Erickson Inc. (US).

The broadcasting media will, of course, come under heavy scrutiny at the Conference. Bill Gramham, Editor of Television Business International (UK), will be guiding the panel **TV Tomorrow** (May 12) and has promised to be, "provocatively neutral. I believe the threat to the quality of TV is not from the proliferation of outlets, but from the loss of national politicians' faith in public television. There has to be an

area of quality TV supported by patronage." Panelists include Tom Freestone, President MTV Networks Inc. (US).

Are European Broadcasters Baking Europe? (May 12) will see media representatives defending their programming against the record companies' charge that European stations are bombarding the airways with Anglo-American repertoire at the expense of local talent. Panelist Mark Booth, Managing Director MTV Europe: "I think we are taking a leading position in promoting Continental artists, putting them into heavy rotation. But we are limited by the fact that new bands tend not to have the quality of video we need."

The Radio Doctor panel (May 13) will examine the state of the medium under increased competition. The chairman is one of the leading radio consultants in the US, Jeff Pollack (Jeff Pollack Communications Inc.): "The boom in the number of stations should translate into a boom of profitability as advertisers realise that radio can effectively and efficiently target the specific audience they are trying to reach."

The ongoing debate between record companies and radio stations over payment for samples is the subject of the **Top 40 Trampoline** (May 13). Tim Blackmore (Programme Director PPM and Director of the Radio Academy, UK) will moderate what should be a fierce discussion.

Blackmore will also be taking part in the panel **The Fact & The Fiction** (May 14) which will review the effectiveness of the most broadcasting industry's information sources. "I am worried about the extent to which programmers use ratings to determine listeners habits and programme changes," he says.

Another panel that will certainly generate some lively debate is **The Pros & Cons Of Central Accounting** (May 12) - one of the hottest issues in the music business at the moment. Another sensitive issue will be discussed on the panel **Deregulation By The Back Door** (May 13). Despite restrictive media laws, entrepreneurs are discover-

ing ways to set up commercial radio and TV stations in Europe. Panelists, including Dutchman Willem Van Kooten (Cable I), will talk about their experiences of exploiting loopholes in the law.

Other panels will look at ways of translating successful local acts into international hits, multi-media broadcasting, the new freedom of music and media in the Eastern Bloc, the progress of sound carrier technology, and the intriguing question of whether the computer will eventually replace the DJ. And a radio round table (May 14) will be devoted to syndication and barter deals.

As well as the panels, IMMC has organised **New Talent Showcases** at the Hazylund Club: **Trance Dance** (Sweden/CBS), **Gringos Locos** (Finland/PolyGram), **Bardeux** (US/Enigma), **Geoff Williams** (UK/Polydor) and **Selina** (Holland/EMI) have so far confirmed.

IMMC will also host a **Video Awards Show** (May 13) with entries from Howard Jones, Bananarama, Climie Fisher, The Communards, CJnderella, Bruce Hornsby and Ziggy Marley.

A glass mobile studio will be stationed in the IMMC conference centre for live and taped interviews. Dutch station Radio Veronica will broadcast live all day on May 12. DJs will include Lex Harding, Eric De Zwart and Kees Baars. NDR (Germany) with DJ Guenther Gink and Couleur 3 (Switzerland) will be broadcasting on May 14.

IMMC accreditation gains access to the **Golden Rose Montreux Rock Galas**. This year's event promises to be the most prestigious so far following the announcement by the Galas' producer Michael Hurlt that the Eurythmics and Sting have been confirmed to play on May 12 and May 13 respectively.

The 50 or so acts scheduled to appear include Steve Winwood, Robert Palmer, Billy Ocean, Chris Rea, Run-DMC, Aswad, Johnny Hayes Jazz, Wet, Wet, Wet and Midnight Oil. Most of the acts will sing live this year. The Galas are broadcast to a potential audience of about 500 million pop fans in more than 40 countries. ■



William Lynn, Coca Cola's VP/Dir. Worldwide Media



Harvey Goldsmith, CEO Allied Entertainment Group

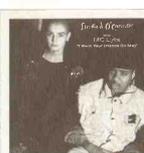


Tim Blackmore, Programme Dir. PPM/Dir. Radio Academy



Mark Booth, MD MTV Europe

S I N G L E S



SINGLE OF THE WEEK

Sinead O'Connor

I Want Your (Hands On Me) - Ensign/Chrysalis

A hypnotic and obsessive rock track underpinned by some driving, sharp funky rhythms. Song is surprisingly interrupted by a pointed and explicit rap by MC Lyte, an insertion not found on the amazingly rich debut album *The Lion And The Cohealer*'s ear-splittingly raw, trashy, grog, whose versatile songwriting talents and vocal tour-de-force have made her one of the most promising new talents of the 80s.

Rod Stewart

Lost In You - Warner Brothers
Rod is his usual confident self in this excellent rocker, a boiling production by Stewart, Andy Taylor and Bernard Edwards.

Johara

T'En Va, T'En Va Pas - CBS



Stick and quiet, electro-based pop song, sung by a new Italian singer with a smooth, sensual voice.

The Icicle Works

Little Girl Lost - Beggars Banquet
Easy-going, dreamy semi-ballad in a Police style reggae-rock mould.

Scorpions

Rhythm Of Love - Harvest
Beautiful mid-tempo hard-rock from top German band. Melodic, dramatic and hook-heavy.

Julien Clerc

Les Aventures A L'au - Virgin
Title cut from the 1987 album. 'France's own Elton John' shines in a floating, atmospheric ballad, wrapped in a spatial production.

The Bible

Crystal Palace - Chrysalis
Sparkling and committed pop of high standard from a Cambridge quartet whose single *Graceland* was applauded in this section two years ago. Stay tuned in for their forthcoming Steve Earle produced LP *Eureka*.

Belinda Carlisle

Circle In The Sand - Virgin
Utterly commercial, mainstream pop song of amazing clarity. Captivating, dreamy guitars and Carlisle's ear-splittingly raw, trashy, grog carry this single forward.

Billy Ocean

Calypso Crazy - Jive
Although not particularly calypso, this is a fairly contagious, Latin-tinged disco effort full of bubbles and spark.

The Adventures

Broken Land - Elektra
Rather pompous, guitar-driven pop/rock. Predictable, but one that somehow stays in your mind.

Narada

Divine Emotions - Reprise
Appealing pop/disco in a festive production.

Bo The Rude

We Are Young - Red Bull
Very Transatlantic rock-based pop, sporting a good voice and an anthemic sort of chorus.

Eddie Grant

Harmless Face Of Fun - Blue Wave/Parlophone
Starts out like The Stones and then turns into a Police number. Irresistible, danceable, catchy and a sure hit.

Johnny Clegg & Savuka

I Call Your Name - EMI
Pleasant, up-tempo disco/pop with an African flavour. From South Africa's first multi-racial band and taken from the forthcoming album *Shadow Man*.

Jean-Louis Aubert N'Ko

Tel Est L'Amour - Virgin
Exciting, funk-tinged rock by a still under-rated Frenchman who could easily cross borders if given a chance.

A L B U M S



ALBUM OF THE WEEK

Pixies

Surfer Rosa - 4AD

Progressive programmers cannot ignore this young, exciting, Boston-based quartet with their strikingly basic R&R/trash repertoire. The garage atmosphere is irresistibly captured and they have the intuitive musical flexibility that you can hear them talk between the numbers as if you were witnessing the recordings and you will be immediately encapsulated by the music's autonomy.

Timbuk 3

Circle In The Sand - I.R.S.
Like the first album, a mish-mash of American influences. Touches of Joni Mitchell and Crosby, Stills, Nash & Young all brought up to date with some fine songs like *Eden Alley*, *Sample The Dog* and *A Sinful Life*.

Sade

Stronger Than Pride - Epic



There is a lot of subtle swing on this album, but it is all hidden behind the soft grooves and takes repeated play to get it out. This third LP further explores the smooth late-night jazzy pop atmosphere and brings an obvious swing. With the lean and modest arrangements, the overall atmosphere is one of lazy intimacy. Best: *Hauant Me* and *Paradise*.

Bonnie Tyler

Hide Your Heart - CBS
With her powerful, raucous, voice the British rock singer delivers a pleasant album full of hook-heavy material, pompous build-ups and dramatic grooves. Producer Desmond Child does his best to bring some of the funk songs that come from various pens including his own. Best bets: *Don't Turn Around*, *The Best*, the 1967 Bee Gees classic *I Love Somebody* and James' *Joplin's Turtle Blues*.

Dweezil Zappa

My Guitar Wants To Kill Your Mama - Chrysalis
Touches of his illustrious father

all the way through this LP of hard-rock/pop. Some astounding guitar work from young Dweezil and some economical songs. Check out *Nazty Business*, *Before I Get Old* and *Shameless*.

Jenny Morris

Body & Soul - WEA
Debut LP of a very talented Australian rock singer who joined INXS for their 'Listen Like Thieves' world tour. Two of the LP's best tracks, *Body & Soul* and *You're Gonna Get Hurt*, were produced by INXS' Andrew Farriss, who plays keyboards on these tracks. Other highlights include *You I Know* and *Animal Magnetism*. A rocking album that cannot be ignored.

The Colors Turned Red

The Colors Turned Red - Mega



Hailed as the next big thing from Scandinavia, this band effortlessly live up to the bright future predicted for them with an album of light pop rock. Touches of Costello, Joe Jackson and The Beatles make for an exciting and unmissable debut effort.

Wall Of Voodoo

The Ugly Americans In Australia - I.R.S.
Recorded during their first tour of Australia, this is as good a sampler of the band's left-field funk as you could get. Includes *Mexican Radio* and *Wrong Way To Hollywood*.