

Phonogram Initiates In-Store Play Promo

■ CHICAGO — Following weeks of research through the sales and promotion departments, Phonogram, Inc. has begun an intense in-store play program, according to Lou Simon, senior vice president/marketing. The program ties into six acts who are part of a specially prepared sampler album. In addition, several hundred eight-track tapes will be distributed to non-record outlets to broaden the campaign.

The sampler features tracks from six albums, culled from the December and February releases. The album list includes Ray Manzarek's "The Whole Thing Started With Rock and Roll Now It's Out Of Control," Kraftwerk's "Autobahn," Thin Lizzy's "Night Life," Rush's "Fly By Night," Neil Merryweather's "Kryptonite" and "Vassar Clements." The Kraftwerk and Thin Lizzy albums are on the Vertigo label, the other four are on Mercury Records.

Emphasis

The key emphasis is for album play in retail outlets, coordinated through Jules Abramson, vice president/sales.

The sampler was prepared by the advertising agency of Marvin H. Frank and Co. under Lou Simon's direction. The agency suggested expanding the approach of the sampler into clothing stores, restaurants and boutiques.

Charney Joins RCA

■ NEW YORK—The appointment of Leonard Charney as a counsel in its law department has been announced by Jonathan Walton, senior counsel, RCA Records.

Prior to joining RCA Records, Charney spent two and a half years as assistant general counsel for Metromedia Producers Corp. For the three and a half years previous to that, he had been associated with National Educational Television as counsel.

ABC Appoints Herr Creative Services Mgr.

■ LOS ANGELES — John Rosica, vice president of ABC Records, has announced the appointment of Susan Herr as manager of creative services at the company.



Susan Herr

Ms. Herr was previously affiliated with the advertising and merchandising departments of Capitol Records, and prior to that she served as a designer and purchaser of packaging and displays for Mattel Toymakers. At ABC, she will report directly to Rosica.

March Release Set by MCA

■ LOS ANGELES—Rick Frio, vice president, marketing, MCA Records, has announced the company's March release schedule. Heading the release are three Track/MCA offerings — Golden Earring's "Switch," Lynyrd Skynyrd's "Nuthin' Fancy" and Keith Moon's "Two Sides of the Moon."

Soundtrack

In the soundtrack category will be "More American Graffiti," a two-album set follow-up to "American Graffiti." From the country ranks will come "NASCAR Goes Country," recorded by stock car racers Richard Petty, David Pearson, Cale Yarborough, Bobby Allison, Buddy Baker and Darrell Waltrip; and country humorist Jerry Jordan's "Phone Call From God."

The Coast (Continued from page 8)

Kung Fu expert (and bass player) **Tony Stevens** has left **Foghat**. His replacement is **Nick Jameson** (producer of Foghat, **Paul Butterfield** and **Tim Moore**), who'll contribute keyboards and occasional guitar on top of his bass chores . . . This past Thursday was "Johnny Nash Day" by LA Mayor **Tom Bradley's** proclamation. The singer was honored, and rightly so, for his extensive involvement in community affairs . . . New **Leon Russell** lp, "Will O' The Wisp," set for an April 7 release . . . Also due the first week in April is (at last!) a new **Pink Floyd** album, which goes by the working title "You Gotta Be Crazy." Advance reports also suggest that they might be in the LA area at the end of April, to play no less than five dates at the Sports Arena (reportedly chosen over the Forum because of its better staging facilities) . . . The next (and last) **Humble Pie** album, "Street Rat," features three **Beatles** tunes: "Rain," "Paperback Writer" and "Drive My Car." Look for it by mid-March . . . **Rick Williams**, founder of the POP (Power Of The Primaries) promotion service, has a new firm, called The Extra Service. It encompasses all his activities with the former company, but has been expanded to include the necessity of having stock in stores in designated areas. We wish him luck . . . New **Wings** drummer is **Joe English**. He's not English, he's American, but don't ask us for anything more than that.

AINT THAT PECULIAR: Writer **Richard Cromelin** was born March 3, Mercury publicist **Susanna Rogers** March 4, photog **Sam Emerson** and **Kiki Dee** on March 6, all of the same year. For the sake of continuity, they're looking for anybody who was born on March 5 of that year. The only problem is that none of them will own up to exactly which year it was . . . The **Beach Boys** and **Chicago** are said to be booking a joint tour for May and June. We're not sure who's technically headlining, but the shows are expected to be closed with a combination jam . . . The **Cabaret** disco principals have taken over the old 1520 AD restaurant site, with an eye toward opening a cabaret outpost in LA. The same people have bought the **After Dark** nitery, but its name will remain unchanged. Where does all this leave LA disco pioneer **Rodney Bingenheimer**? Not at his own club, for starters. More details next week.

Trask Triumphs at the Forum



Prior to her recent sold-out concert with Roy Clark at Madison Square Garden's Felt Forum, ABC/Dot recording artist Diana Trask was greeted by (from left) I. Martin Pompadur, president of ABC Leisure Group I; Jerald Rubinstein, chairman of ABC Records; Jim Halsey, president of the Jim Halsey Company, her management firm; and ABC/Dot Records president Jim Fogelson.



Some of the lowest, highest, sweetest, strongest voices you've ever heard are all Linda Lewis



The incredible Linda Lewis sings the star-making single "(Remember The Days Of) THE OLD SCHOOLYARD" Written for Linda by Cat Stevens

COMING SOON ON

