ASHFORD & SIMPSON

THE ALBUM YOU'VE BEEN HEARING ABOUT IS NOW ON THE STREET!

STREET OPERA

FEATURING THE SINGLE SENSATION

STREET CORNER
EDITORIAL

It's Your Night

Now this is better... 

With so much of the industry's concerns today revolving around trying to alleviate the negative effects of this or that or whatever, it was indeed a pleasant surprise to find out that the trustees of the National Academy of Recording Arts & Sciences (NARAS) had voted to go all out and make next year’s 25th Grammy Awards a real anniversary celebration.

On the one day out of the whole year that the entire nation can join the industry in celebrating its highest achievements of the past 12 months, it would certainly be a big boost to morale to let the public know that in spite of the hardships, the spirit of the industry has not been dampened. This industry thrives on day-to-day excitement, and the public must be let in on the fun.

While it would certainly be crass, if not downright offensive, to suggest that the NARAS trustees made their decision based on how much it could do for record companies, the general celebratory mood generated by the event could indeed help. With lively promotions backing the 25th anniversary of the Grammys, maybe the public will get caught up in the excitement and help start things moving again.

However, commercial considerations aside, the 25th anniversary of the Grammys is something worth celebrating. It is impossible to tell how much NARAS and the Grammys have helped the industry over the years, but one thing is sure—it’s your night. Let's all join NARAS in making its anniversary something to remember. 

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ON THE COVER

Calculated craziness has always been Cheap Trick's forte and the Epic quartet has been delivering it without missing a beat for close to a decade now. The eccentric, ex-citable and decidedly energetic unit recently checked in with its eighth official waxing (if you don't count the superb "bootleg" "From Tokyo To You"), entitled "One on One," and like the game of basketball from which the name is (sort of) derived, it's a fast-paced, high-jumping affair from beginning to end.

"One on One" is, in many ways, a turning point in a career that has gone from wet T-shirt nights at Chicago rock clubs in the early '70s to seemingly "overnight success" with the phenomenally-selling concert LP "Live At Budokan" to the sudden departure of original bassist and heartthrob Tom Petersson. Through it all, though, the band has come up with some of the catchiest hard pop songs ever to grace both Top 40 and AOR and, for that, much of the credit goes to one of the Trick's resident "zombies," Hunt Hall look-alike axe man Rick Nielsen.

TOP POP DEBUTS

SINGLES
72 DO I DO — Stevie Wonder — Tamla/Motown
ALBUMS
4 STEVIE WONDER'S ORIGINAL MUSIQUARIUM I — Stevie Wonder — Tamla/Motown

POP SINGLE

EBONY AND IVORY
Paul McCartney
Columbia

B/C SINGLE

IT'S GONNA TAKE A MIRACLE
Denise Williams
ARC/Columbia

COUNTRY SINGLE

FINALLY
T.G. Sheppard
Warrner/Curb

JAZZ

WE WANT MILES
Miles Davis
Columbia

NUMBER ONES

TUG OF WAR
Paul McCartney
Columbia

B/C ALBUM

STEVIE WONDER'S ORIGINAL MUSIQUARIUM I — Stevie Wonder — Tamla/Motown

COUNTRY ALBUM

MOUNTAIN MUSIC
Alabama
RCA

GOSPEL

IS MY LIVING IN VAIN
Clark Sisters
New Birth
Dealers Apply Rental Concept To Video Game Cartridges

by Michael Martinez

LOS ANGELES — Confronted by some of the same pressures that brought on the videocassette rental explosion — including intense competition from hardware/software merchants and deep discounting by department stores and mass merchandisers — independent home entertainment retailers are beginning to apply the rental concept to video game cartridges.

We found it difficult being a small dealer to compete with the major discount department stores like K mart and Richway who sell video game software and hardware at prices so low we couldn’t survive,” said Michael McEvoy, director of marketing for the Atlanta-based American Tapes and Video Stores.

McEvoy continued that the five-store chain’s two-month-old video game rental program was also prompted by the current state of the U.S. economy. “Let’s face it: economic times are tough, and a parent is going to be hard pressed to spend the kind of money these games cost just to find out in a few days that it’s not what they wanted,” he said.

Nevertheless, retail sales of home video game hardware and software topped $1 billion last year by most estimates; and other forecasters predict that 20% of all American homes will have video game consoles by the end of 1993.

A growing number of dealers now feel that rental programs can develop for the market for such products. The American Tape and Video cartridge rental program calls for a one-time-only $25 rental club fee that entitles members to rent a cartridge at $5 for three days. McEvoy said that if an attendee returns the cartridge at the end of the period and decides he’d like to buy the game he rented, then the $5 fee goes toward purchase of a fresh copy of the title.

McEvoy also noted that movie rental club members, who pay an initial fee of $70, are expected to generate an initial profit of $600.

(Continued on page 18)

Broad Departures Seen For 25th Grammy Awards Show

by Fred Goodman

NEW YORK — The next Grammy Awards Show, which celebrates the 25th Anniversary of the National Academy of Recording Arts and Sciences (NARAS), will be a radical departure from the traditional ceremony’s program. Meeting recently in Tarpon Springs, Fla., NARAS trustees discussed plans for broadening the program from two hours to three hours in length, including a retrospective of the Academy’s 25-year history that would, for the first time, feature performances by non-nominated artists. In addition, the Academy will work with the National Assn. of Recording Merchandisers (NARM) and other organizations to formulate a pre-program promotional campaign aimed at helping the industry capitalize on the excitement surrounding the annual awards ceremony.

“The plans to make it a broader program are very solid,” said William Ivey, newly reelected national president of NARAS. “We have agreed with our executive producer Pierre Cossette, to allow the show for this one time to include video tapes from previous Grammys and performances by previous winners. In the past, we’ve only had performances by nominated artists, so that will be quite a departure from what the Academy has authorized in the past. The expansion of the telecast into three hours is still a matter of negotiation between the Academy Cossette and CBS. But it’s something we have agreed to, and it’s just a matter of working out the details.”

Looking Good 

According to Cossette, those details are questions of logistics. “It’s an arithmetic problem right now,” said the producer. “NARAS wants to do it, and the network wants to do it, and now we’re putting a budget together to see what the costs are to add that hour. Then we have to go in and negotiate it, but it’s on a favorable poll. It looks very good.”

Since the 25th Anniversary provides the Academy with the opportunity to present a special retrospective, the trustees have elected to help the industry exploit the event. Aside from working with NARM, NARAS is considering several items to commemorate the anniversary, including a coin and a jacket to be made available to both Academy members and the general public.

“In the past,” said Ivey, “the Academy has been quite rigorous in working as an industry organization only. This year, since the Grammys have been around for awhile and had an impact on the public mind, the awards ceremony is going to reach out and do more kinds of things that will hook up with the general public. This tie in with NARM coordinating some of its efforts with the Academy this year in promoting retail sales. The Academy, which I think may have been a little bit more standoffish a decade ago, is now in the position to be very open to this type of thing.”

Officers Reelected

Aside from discussing plans for the next awards ceremony, the 29 national trustees unanimously reelected Ivey, Mike Melvin, and Al Schlessinger to their posts as national president, first national vice president, and second national vice president, respectively. Other business included the creation of both a NARAS Lifetime Achievement Award and a new special recognition award, to be named for Walter Seelig, recently retired as secretary/treasurer of The Tapes Rental Association. The Seelig award is to be presented to an individual conferring “outstanding service to the recording industry.”

(Continued on page 18)

NAB Challenges Lack Of Cable Radio Royalties

by Larry Riggs

NEW YORK — The National Assn. of Broadcasters (NAB) has challenged the Copyright Royalty Tribunal (CRT) ruling that radio programs transmitted through cable systems are not due any royalties.

Specifically, the NAB has asked the full U.S. District Court of Appeals for the District of Columbia for a hearing on the 1978 copyright royalty distribution plan and has filed an appeal of the 1979 plan mandated by the CRT.

The 1978 cable copyright royalty distribution plan, which was upheld April 9 by a three-judge panel (Cash Box, April 24), gives 75% of the cable royalties to film and television show producers, 12% to professional sports leagues and the National Collegiate Athletic Assn. (NCAA) and 5.25% to public television stations. In addition, U.S. and Canadian television stations will receive 3.25%, and 4.5% will be split in a 54%-43%-three per cent ratio be-

(Continued on page 13)

CBS Starts Monthly Release Program For Its CX LPs

NEW YORK — Beginning in June, CBS Records will undertake a monthly release program of CX-encoded albums. The number of selections carrying the noise reduc- tion process released each month will increase steadily and is expected to provide a catalog of 250 CX-encoded releases by year’s end.

The integrated marketing program provides that titles utilizing the CX process will also continue to be available in the regular non-encoded format. Titles from the catalog released in both new and catalog releases in all musical styles, will include: “The Man With The Horn” by Miles Davis; “Angel Gom- mons’ self-titled album; “Music From The Galaxies” by Ettore Stratta conducting the London Symphony Orchestra; “Lisa With A Z” by Liza Minnelli; “Anise” by Zoltan Pesko conducting the London Symphony Orchestra; “Deep Purple in Concert”; and “Phases of the Quarter Moon”, an album of traditional Chinese music.

To guarantee clear product identifica-

(Continued on page 18)

Superstars Put Sizzle In Summer Concert Season

by Jeffrey Resnner

LOS ANGELES — With tours by many superstar acts already confirmed, including seven who have albums in the Top 10 of this week’s Cash Box chart, the upcoming summer concert season is shaping up as one of the most exciting in recent years. A cornucopia of talent representing all different types of music, varying styles and styles of venues and strong solo and multi-headliner packages are being offered to musical consumers over the summer, as well as a number of large festival shows and star-studded benefit performances that are sure to attract large crowds. This is es- pecially good news for U.S. and Canadian promoters, who face stiff competition from several potential blockbuster films Hollywood has scheduled for release in the next few months.

Of the acts with Top 10 LPs, Asia, Stevie Wonder, Van Halen, Rick Springfield, Willie Nelson and the
BUSINESS NOTES

Government Appeals Delay Goody Case

NEW YORK — The Sam Goody, Inc. tape counterfeiting case has been effectively put on hold until the fall, while the government pursues its legal remedies through the U.S. Court of Appeals and, as appears likely, the Supreme Court (Cash Box, May 8). The next calendar hearing for pretrial motions leading up to a referral of the case is Oct. 8. This date was set at a brief hearing before Federal Judge Thomas Platt on May 14.

The entire prosecution team at the October hearing will consist of new members. Prosecution John Jacobs, executive assistant for the Organized Crime Strike Force, Eastern District of New York, will be new. However, much of the Government. Jacobs is resigning on May 28 to go into private practice. On May 14, Thomas P. Puccio, chief of the Organized Crime Strike Force also left the Justice Department to go into private practice. Former Mr. Jacobs, who supervised the case, will not attend.

In April 1981, Sam Goody, Inc., and its vice president, Sam Stolton, were convicted of tape counterfeiting charges. Goody was convicted on one count of Interstate Transportation of Stolen Property (ITSP) and one count of criminal copyright infringement, while Stolton was convicted on one ITSP count and three infringement counts. Plat set aside the convictions on April 27, 1981, and has been alleged misconduct by the prosecution. The government is appealing that action.

NARM Shifts '83 Convention To Miami

LOS ANGELES — In an unprecedented move, the board of directors of the National Assn. of Recording Merchandisers (NARM) last week shifted the site of its 1983 national convention to the Fontainebleau Hilton in Miami. The convention, set for April 10-14, 1983, was originally scheduled to be held at the Marina del Rey in Los Angeles.

The main reason for the change in convention sites was the expense involved. Starting almost concurrently with the announcement of the Hawaii convention site at this year's NARM gathering, many members of the organization complained that the unusually high expenditures involved in flying a contingent out to the islands would make it impossible to attend. A NARM statement said the organization had received "very vehemently expressed objections by every industry segment represented in the NARM membership — retailers, wholesalers and manufacturers.

Commenting on the decision to change convention sites, Harold O'kinow, NARM president and president of Liberman Enterprises stated, "The prime character of the board of directors is to serve NARM's membership. Each one of the board members is always personally aware of that responsibility, and as a body, we are very sensitive to it. Therefore, it was incumbent upon us to make the decision to postpone Hawaii and to come up with not only a sensitive but very attractive alternative. Today's economic climate, not only for our industry, but for the nation, makes a convenient, less expensive convention site the only sensible route to take."

Sharp To Be Nominated For FCC Seat

NEW YORK — President Ronald Reagan last week announced his intention to nominate Steven Sharp for the Federal Communications Commission (FCC) seat that is being vacated by Commissioner Ambassador Washburn. Sharp has been the FCC General Counsel since 1979.

Between 1978 and 1981, Sharp was a communications attorney at the Washington D.C. law firm of Schnader, Harrison, Segal and Lewis. Between 1976 and 1978, Sharp served as legal assialy for FCC Commissioner William J. Henningsen and had been a staff attorney in the office of the FCC General Counsel between 1974 and 1976.

It is not currently known when Reagan will formally nominate Sharp for the seat that Washburn will vacate. The long-term appointment is subject to Senate confirmation by the U.S. Senate and may run into some difficulty there. Sen. Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, may refuse to grant Sharp a confirmation hearing because of objections raised by Sen. Ted Stevens (R-Alaska), who has been opposing Sharp in favor of his own candidate.

Reach Lift Broadcast Monopoly

LOS ANGELES — With their Communist allies abating, the French socialist majority voted a new broadcasting law through the National Assembly, a law that breaks with the theory of state monopoly by allowing for cable and local radio stations under tightly controlled conditions.

The new law also creates a nine-member board that will select network presidents to prevent conflicts in programming and oversee general ethical matters. The board will also license cable TV and local radio stations, which will not be allowed to carry advertising.

In addition to lifting the ad ceiling for existing network stations, the new law also provides for local stations and a modified version of the "reach test" of noncompetitive stations. The period of delay would not exceed 18 months, but an exact time period has yet to be established.

New Board Members Named For SRS

LOS ANGELES — Barry Mann, Allee Willis, Bob Gibson and Ralph Goodman have been named to the board of directors of the Songwriters Resources and Services (SRS). The SRS serves as a public information clearinghouse for songwriting and the music business in general. Among its services are the Songbank Registration Service to assist in establishing proof of ownership of copyrighted songs and the SRS legal panel, which provides low-cost legal services for musicians and songwriters.

NARM Relocates Headquarters Offices

LOS ANGELES — The offices of the National Assn. of Recording Merchandisers (NARM) and its home video division, the Video Software Dealers Assn. (VSDA), have been moved to 1009-F Astoria Blvd., P.O. Box 1970, Cherry Hill, N.J. 08004. The new telephone number is (609) 424-7404.

NEWS & REVIEWS

Cutout Dealers Stress Imports And Cassettes

by Jim Bessman

NEW YORK — Despite the proliferation of mid-price cutout tapes, the recording industry continues to find plenty of available product. Besides an ample amount of titles provided by domestic manufacturers, there has also been a great deal of encouragement for the import of foreign cutout product, which may find more appeal in some cases. The overall strategy for cutout dealers is to expand its marketplace and to take advantage of the configuration that allows it to dominate the tape market.

Many cutout dealers feel that tapes have been forced into cassettes to cut costs. According to Jack Rose, a president of Evans in New York, "If the tapes, midprice have had "some but not overwhelming" negative effect on cutouts. As Rose feels that cutouts have a different character than midprice."

The price spread was also cited by Jenny Hamilton, co-owner of Last Chance Records & Tapes in Little Rock, Ark., as a reason for both cutouts and midprices. "A few stores we supply decided that the $9.95 and dropped cutouts," she said, "but we've held the midprices.

Peter Hyman, vice president of Surplus Record and Tape Distributors in Passaic, N.J., saw some effect from midprice cutouts on cutout purchases and sales, but due to midprice being priced as low as $3.99 by some retailers, however, his partner, Manny Wells, said that they're now available as midprice wored cutouts not that long ago.

Frank Wade, cutout buyer for Candy Stripe, Entertain Corp. in Freeport,

VSDA Board Mulls Industry Problems With Suppliers

by Michael Glynn

LOS ANGELES — In what was described by Video Software Dealers Assn. (VSDA) vice president Mike Malas of "absolutely our most important meeting."

Eleven executives representing six West Coast-based studios and independent software suppliers gathered for a round of discussions with the VSDA advisory board at the Century Plaza Hotel here May 19.

The purpose of the meeting was to formally promote the exchange of ideas on a series of topics currently of concern to VSDA members, such as the need for better market information; piracy, counterfeiting and illegal duplication; the necessity for a greater variety of software materials; and packaging improvements, among other things.

We were very pleased with the way this meeting went," said VSDA's Solomon. "We had 100% attendance from the West Coast studios and independents invited, including all of Paramount, Home Entertainment, MCA, Disney, Media Enterprises and The Nostalgia House. Only CBS/Fox, MGM and Warner's couldn't make it and that's understandable. All three are present by New York and two, CBS/Fox and MGM, are still in the process of organizing their new staffs, while Warner's (vice president of marketing) Herb Mendelson was here just last week.

Running down the meeting's agenda topic by topic, Solomon said that in addressing the issue of market information, "the consensus was that there has been no..." (continued on page 13)

THROWIN' DOWN — Rick James & Gody 6005GL — Producer: Rick James

James follows up last year's multi-platinum smash "Street Songs" with this collection of tunes highlighted by a fine-energy, Phil Spectoresque "Wall of Funk" and incisive socio-sensual commentary. A sampling of dramatic, mid-temp "ballas" like "Hordrops," "Happy" and "My Love" — round up the dance-oriented numbers here and enable listeners to hear the full dynamic range of James' voice, which is capable of transmitting sensitive emotion in addition to kinky yows.

FEATURE PICKS

P.P.P.

JANE FONDA'S WORKOUT RECORD

Columbia CZ2-36554 — Producer: Mary Kusner — List: None — Bar Coded

Both beginning and advanced exercise sessions are included in this two-record set of music by such performers as the Jacksons, REO Speedwagon and Boz Scaggs, along with a voice-over from Ms. Fonda coaching instructions and rep counts. This is not your ordinary fitness/fitness fitness guru's directions a little difficult to hear at times, Fonda's notoriety — as well as her best-selling workout book — should help this album muscle its way up the charts.

COMBAT ROCK — The Clash — Epic FE 37669 — Producers: The Clash — List: None — Bar Coded

Offering more political agit-prop-rock from Britain's prime musical proponents of youthful rebellion, The Clash tackles topics including human rights, car culture, military indifference and quaternion. One of the more interesting points about this LP is the fact that the bridge on the song "Red Angel Dragonet" is taken directly from dialogue spoken by Robert De Niro in the film Taxi Driver. When the rock revolution comes, you can be sure The Clash will be the junta.


Great classics from the albums "Layla And Other Assorted Love Songs," "461 Ocean Boulevard," "Just One Night," "Backless" and others are the core of this set, which holds a few of the greatest hits of the '70s package, which also includes the Slowhand's cover of Bob Dylan's "Knockin' On Heaven's Door," previously available solely as a single. A well-rounded set of 10 tunes ranging from "I Shot the Sheriff" to "Lay Down Sally," practically every selection here has proven itself strongly on AOR.
THE BEST SOUND YOU’LL EVER WAKE UP TO.

“Gap Band IV,” the long-awaited new album from The Gap Band featuring their hit, “Early In The Morning,” is really something to crow about. "Gap Band IV," featuring "Early In The Morning" TE-8201

Produced by Lonnie Simmons
and the title of its most recent LP is a good indication of how almost 10 years of hard work have made their mark. A rowdy, good-natured party atmosphere starts off the album's opener, "Dance With Me," and from there the celebration gains momentum.

JAZZ
ROUTE TO DANGUO - Birell Lagrene - Antilles AN-502 - Producer: Jan Jankeje - List: 8.98
It's not fair — no one should be able to play this well, least of all a 15-year-old boy. Detractors will no doubt fault Lagrene for being a carbon-copy of Django Reinhardt, but with this much talent, there's no reason to suppose he's not going to develop into a major stylist in his own right. For fans of The Hot Club sound, this record is unsurpassed. Lagrene's technique is flawless, his ideas melodic and inspired.

A true mainstay of the scene, pianist Barron leads a fine quintet here featuring several seasoned pros and a bright newcomer. The music is rich and full, although never crowded, with the contributions of saxophonist John Stubblefield, drummer Buster Williams, bassist Steve Riley and vibraphonist and former Barron student Steve Nelson right on target. The kind of album that bears a lot of listening.

JOURNEY (Columbia 18-02883)
Still They Ride (3:45) (Weird High Nighttime Music — BMG) (S. Perry, Scho, J. Calin) (Producers: M. Stone, K. Ruffin, A. Venable) — List: 8.33
There is something sad, almost mournful, in Steve Perry's vocal, as he reminisces about a time when he brooded over his bluesy lament from the "Escape." L.P. Johnson's delicate acoustic piano work and Neal Schon's crying guitar notes fill out the sonic scenario.

FEATURE PICKS
POP
STARS ON (Radio RR R404)
Rollin' Stars (Start Me Up) — Emotional Rescue — It's Only Rock 'n Roll (But I Like It) — Brown Sugar — Under

CHARLENE
Charlene
Motown recording artist Charlene's highly successful single, "I've Never Been To New Orleans," is being played more and more, another sentimental ballad featuring angelic vocals, early piano and string arrangements. Behind its soft pop/adult contemporary soundscapes is Charlene D'Angelo's own story, a tale of one woman's difficult struggle towards psychological self-discovery, illness, personal problems and an austere start in the music industry. Here Charlene has all plucked this wholesome-voiced lady in the past, yet through a resilient inner strength, she's managed to crack that seemingly positive side from her dire experiences — a song that relates spiritual rebirth in the face of a most trying adversity.

A year after she was born in 1950, the soft-spoken performer contracted meningitis, a debilitating brain disease that put her in a coma for months. When she awoke, her right arm was paralyzed and her left hand was numb. Charlene had to learn to live with the infection until a few years ago, when doctors cut the brain's left hemisphere to allow her to breathe. Charlene has a remarkable zest for life, despite the fact that she can't move her body. She often speaks in the voice of a child, and her music is a reflection of her youthful innocence.

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The music and feeling go on forever.

"Grease 2," the original soundtrack album featuring "Back To School Again",
by The Four Tops.
Produced by Louis St. Louis

"Grease 2", A Paramount Picture. Watch for the film, coming in June.
"Paramount Pictures Corporation"
Bruce, Caradine, Cooper Named at WEA International

LOS ANGELES — Keith Bruce, James Caradine and Ken Cooper have been named as senior vice presidents at WEA International. The three executives will be based at WEA International's main offices in New York and Los Angeles.

Bruce, Caradine and Cooper have been serving as senior vice president/director, Asia-Pacific operations, from Los Angeles, where they will report to President and CEO Phil Rose. Bruce held the position of WEA International vice president and co-founder of Sanctuary-Pioneer in Japan prior to his new post.

Commenting on Bruce's appointment, Rose said his "twenty year's experience in the Pacific region and his extensive knowledge of the Japanese market will be an excellent asset to our company during this critical period of expansion in the Pacific region."

Commenting on Caradine's appointment, Nesalu Ertug, president, WEA International, said, "Jim Caradine has been with WEA International for four years and in that time has been the person responsible for building our company on the foundations of our successful businesses in Mexico and Greece, our divisions in Argentina, Zambia and Zimbabwe, andbeing, our company in Spain."

Commenting on Cooper's appointment, Ertug said, "Cooper has done a fantastic job of building up the finance, administrative and data processing areas of our operation, and we look forward to many more years of his innovative input to the company."

BASF Sales Increase

NEW YORK — BASF Corp. last week reported first-quarter net sales of $3.1 billion, a 1.3% gain over the same quarter in 1980. The gain was driven primarily by gains in Asia and Europe, increased sales of new products, and improved margins.

Commenting on the results, BASF President and Chief Executive Officer Craig M. Blackwell said, "We are pleased with the results of our operations in the first quarter, which reflect the strong performance of our diversified chemical business. We are also encouraged by the progress we are making in expanding our global presence, particularly in the Asia-Pacific region."

AMFB Local 47 Posts 1981 Surplus

LOS ANGELES — The American Federation of Musicians (AMF) Local 47 recently posted a surplus in 1981 of $37,469, following a strike-related deficit of $16,000 in 1980. While the relief and strike funds broke even at $2,713 and $4,536, respectively, the recently disclosed annual audit of the local revealed that the debt benefit fund also posted a $26,638 surplus.

General fund revenues of $2,531,500 were primarily derived from $418,040 in one percent work dues, and $402,827 in 1980; membership dues of $306,184, up 19% from the previous year, and $1,471,657 in two-and-a-half percent work dues.

The largest single overhead item for the local was salaries, which totaled $10,319.

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Intense Records Bows

NEW YORK — Intense Records has formed a new U.S. office in association with Atlantic Records and Glenn Barker. Its first release will be "Radio Dial," a single by Broken English. Intense is located at 2421 W. Pratt St., Suite 834, Chicago, Ill. 60645. The telephone number is (312) 465-3889.
Never before in the history of network radio has anything like the Almost Comedy Hour been unleashed on unsuspecting audiences.

You’ll hear Bob and Doug McKenzie in this history-making special, along with such stars as Al Franken & Tom Davis, the Too Cute for Radio All-Stars, Firesign Theatre (in a special guest appearance) and as a final blow, Uncle Miltie.

Okay, don’t be a hosehead. Tune in to the Almost Comedy Hour. Check your local listings the weekend of June 18th for the RADIORADIO station near you, and the exact time of broadcast.

Only a hosehead would miss a special like this.
CBS, WEA Black Music Month Pushes Stress Small Retailers
by Michael Martinez

LOS ANGELES — In step with the trend toward programs emphasizing the involvement of small black retailers, CBS and WEA last week would be offering a variety of programs aimed at such dealers. CBS and WEA, which will tie in more closely with the Black Music Month celebration than a year ago, join RCA, Motown, PolyGram and MCA with programs that will more closely tie the ma & pa dealers who provide the initial consumer base for black product (Cash Box, May 22).

The CBS and WEA Black Music Month campaign will focus on current and past product from various labels, and will include a contest for the best black music stores in the country, designed to keep the various labels and current hot product from the Motown, PolyGram and RCA programs. Motown will be promoting its hit songs and current hot product, while PolyGram and RCA will be using a mix of current product and catalog to build their Black Music Month programs.

Another common feature of the CBS and WEA programs is that both will cover a diverse mixture of R&B, black contemporary and jazz acts, and will be contacted in recent weeks. CBS and WEA plan to make greater use of Black Music Month in display material and advertising.

CBS plans a dual Black Music Month promotion featuring both R&B and jazz artists, and launches the “CBS Records Jazz, Jazz, Jazz” and another dubbed “Summer Jam.” Columbia vice president of product development Arma Andon said the project was jointly developed by Columbia and Epic/Portrat/CBS Associated Labels (E/P/A) staffs. Eighteen black contemporary artists and 11 jazz artists are featured.

Summit Bows Jones EP
LOS ANGELES — The Summit Label will be releasing the debut solo EP by LeRoy Jones, titled “Suffer For Fashion,” in mid-June. It is co-produced by John Alcock, who has produced John Entwistle and Thin Lizzy and Jimi Hendrix. Jones, former leader of LeRoy and The Listen, will be using 1,000 promo copies of the EP pressed on white vinyl for radio and college, while all pressings will be on a newly-developed high grade vinyl.

B Major Music Formed
LOS ANGELES — Independent music publishing company B Major Music was recently formed by Brendan O'Keefe, former professional manager of The Special Music Group and general partner, and now is the managing partner of Glotzer Management’s publishing division. The new firm is located at 4628 Fulton Ave., Sherman Oaks, Calif. 91423. The telephone number is (213) 995-1215.

COLUMBIA PACTS 415 RECORDS — Columbia Records has signed a distribution agreement with San Francisco-based 415 Records. Under the agreement, 415 will sign artists and Columbia will promote and market the records, the first of which are expected by the end of the year. 415 Records is the first label to be signed to Columbia’s distributed roster. Pictured at the signing are Al Teller, II, senior vice president/general manager, Columbia Records, and Howard Klein, president, 415 Records.
NAB Challenges Lack Of Cable Radio Royalties

Superstar Talent Lineup Puts Sizzle In Summer Concerts

A large number of music festivals appear to be proliferating around the country as well as this summer. Regional events like the annual New Orleans Jazz & Heritage Festival, which has 60 different shows and Chicago's annual Chilicogfest — which is expected to be held in June this year — are followed by big- name events. The Chicago event is being billed as one of the top music festivals this year. The lineup includes Frank Sinatra, Kool & the Gang, The Oak Ridge Boys and The Doobie Brothers. There are also a number of other events scheduled for this summer, including the New Orleans Jazz & Heritage Festival, which will be held in June.

Corporate Sponsors

Many large corporations, even with the recessionary economic climate, are continuing to sponsor major concerts, most of which are the Dr. Pepper series based in New York's Central Park and the Brown & Williamson Tobacco Corp. Kool jazz festival, which will be held in June.

VSDA Board Meet

First American To Release The Solution LP

First American Records recently announced it was releasing a new album by Dutch band Blackheads and The Go-Go's will be appearing at the annual NAMM Convention. Besides those popular performers, a higher than usual number of other top drawing entertainers including The Police, Doobie Brothers, The Byrds, The Band and Eric Claption, Foreigner, Chicago, Joni Mitchell, Juice Newton, Cheap Trick, The Rubinoos, and many more are expected to deliver major attractions, The Doobie Brothers, making arrangements for their farewell tour after they announced last month that the group would disband in addition, performers such as Al Jarreau, The Steve Miller Band, Kenny Rogers, Peter Frampton and others are expected to perform at the annual NAMM Convention.

The news of the issue of royalties for feeding the cable music system is a good problem of the product so far, according to Lise Freicke, vice president of the National Broadcasters Association (NBA). The NBA is also facing the problem of whether the music broadcaster systems using cable systems had increased since 1979 and will continue to grow.

Platinum For Diamond

NEW YORK — Columbia recording artist Neil Diamond's latest record, LP "On the Way To The Sky," was recently certified platinum, according to Recording Industry Asso- ciation of America (RIAA).
TOP 200 ALBUMS

Wonder Top Debut In Deluge Of Heavy Hitting New Releases

by Mark Albert and Ken Kirkwood

TOP STORY OF THE WEEK is the second quarter barrage of heavy hitters debuting on the Cash Box Top 200 Albums chart, with no less than seven cracking the Top 10, led by Stevie Wonder's "Original Musiquarium." Wonder's latest offering came in at #4 bullet, becoming the highest debut of the year thus far. The two-record set also scored heavily on the Cash Box Top 75 Black Contemporary Albums chart, coming in at #1 bullet in its first week of release. Extremely good retail out of all regions, with excellent initial reaction at the racks — this will be a huge rack item. In addition to the album, the second single, "Do It Do," was the highest debut on the Cash Box Top 100 Singles chart this week at #72 bullet.

TOP TEN HIGHLIGHTS — Paul McCartney remains a very solid #1 bullet for the second straight week. Top 10 at the racks after three weeks. The LP also debuted on the Black Contemporary Album chart at #40 bullet this week. Van Halen moves up a point to #5 bullet with good retail everywhere, led by the South, Midwest and West. Top 25 rack sales... Willie Nelson moves to #8 bullet, up from #9. Sales are strong in all regions, particularly the South, and the LP is a solid rack item. His "Always On My Mind" single cracked the Top 10 on the Cash Box Top 100 Singles chart at #10 bullet.

TOP 100 HIGHLIGHTS — The Human League notches up a point to #13 bullet behind continued huge sales on the coasts. The album is finally starting to make some noise at the rack level... Ray Parker, Jr. moves up two points to #16 bullet with good retail activity everywhere, especially the South and Midwest... Toto breaks into the Top 20 at #19 bullet, up from #23, with exceptionally strong sales action in the West and Midwest. Good sales in the East and South and increasing action at the racks. The "Rosanna" single also had a fine week, jumping to #14 bullet from #20... Patrice Rushen, #24 bullet, up from #27, continues to do well, taking a four-point jump behind good sales in the East and South. With momentum also beginning to pick up in the West... Two of the hotter heavy metal groups at the moment are Rainbow, #31 bullet, up from #35, and Blue Oyster Cult, #35 bullet, up from #46. Both of these albums are strongest in the Midwest and West and are starting to kick in at the racks... John Cougar takes a good 12-point jump to #37 bullet based on good retail reports out of the Midwest, West and South. The single "Hurts So Good" leaped to #24 bullet from #35 on the Cash Box Top 100 Singles chart... The Motels, #44 bullet, continue strong in the West and Northeast.

10 TO 200 HIGHLIGHTS — Closing in on the Top 100 at #11 bullet, up from #114, is Haircut 100's "Pelican West." Nice sales out of the East and West. The single "Love Plus One" hit the Top 100 Singles chart at #85 bullet... William "Bootsy" Collins, #16 bullet, up from #130, is receiving good reaction in the South and West... Barbara Mandrell takes a 24-point jump to #128 bullet, up from #154. Fair retail out of the South and Midwest, but good rack action spurred by the single "'til You're Gone" has helped here... Ambrosia, #129 bullet, up from #144 is selling in the Midwest and West... Marshall Crenshaw, #158 bullet, up from #161, is a fairly big East Coast item at this point.

DEBUTS — Not far behind Stevie Wonder is Queen, which debuted at #14 bullet this week. Solid retail out of every region, as well as black sales activity reported out of the South and East... Coming in at #48 bullet is .38 Special with solid retail out of the South, Midwest and West... Cheap Trick hits the chart at #59 bullet. The LP is particularly strong in the Midwest and West initially... Juice Newton, #84 bullet, is especially strong in the Midwest and South. Good early indications at the racks as well. Her single, "Love's Been A Little Bit Hard On Me," is very hot, going to #18 bullet from #23, on the pop chart and to #55 bullet, up from #67, on the Top 100 Country Singles chart. It is also one of the hottest jokebox records currently out there in both pop and country locations... Squeeze, #96 bullet, is big in the East and West... Ashford & Simpson, at #99 bullet, is taking off in the South and East... Neil Diamond, #111 bullet, shows good early retail out of the Midwest and South. Look for this to explode next week at the racks... Frank Zappa, #145 bullet, is breaking out of the West and Midwest... The album contains the song "Valley Girls," with improvised monologue supplied by Zappa's daughter Moon Unit... The latest exercise offering comes from Jana Fonda at #151 bullet. This is essentially selling at the racks... The Reddings, #163 bullet, is breaking out of the East and West... Herbie Hancock, #167 bullet, is happening out of the East and Midwest.

RECORDS TO WATCH — Albums expected to hit the charts soon include "Throwin' Down" by Rick James on Gordy/Motown; Richard Simmons' "Reach" on Elektra; "Tuxedoed" by The Marshall Tucker Band on Warner Bros.; The Soup For One soundtrack on Mirage, and Frankie Miller's "Standing On The Edge" on Capitol.

This listing of records outside the national Top 20 showing steady or upward movement is designed to keep retailers abreast of the latest regional sales trends.
**DEALERS BOW VIDEO GAME RENTAL PLANS**

...are automatically eligible for the video game rental club privileges.

While it has not established a formal rental club yet, New England Home Video, the three-store chain based in Groton, Conn., offers a video game rental program that permits customers to rent a game for one week at a $4.95 rate, with no deposit and only proper ID required. Under the plan, the New England stores do not apply the rental fee toward a purchase if the customer decides not to keep a copy of the game.

According to Gary Grimm, operator of New England Home Video store in Groton, there is substantial profit potential in this approach. "With the wholesale cost of the cartridge about $13, all you have to do is rent a title three times and you've recouped your money. Over a six-month period, rental revenue is gravy."

Grimm said that the chain is developing a rental club program whereby customers could join for a $20 annual fee that would allow them to rent the games at a discount. Under the plans, customers may choose to purchase if the customer enjoys the game.

Both American Tape and Video and New England Home Video offer a wide selection of cartridge lines. The Atlanta-based company offers Atari software for the 2600 home console and the Atari 400 computer. American Tape and Video also carries titles in Odyssey, Odyssey, and Activision for Atari software, which is compatible with Atari equipment. The New England store carries many of the same lines, except that Atari computer software and the Odyssey line.

McBryd said market competition has increased in the last 18 months due to a number of stores opening. He said many of the dealers that entered the marketplace began selling hardware at prices just above cost, forcing other dealers to do the same. "You'd have to sell a tremendous volume if you wanted to make any profit," said McBryd. "We had to find ways to increase our hardware volume sales."

Noting that the three-year-old store sold a full line of home entertainment items and computers, he said that a couple of months ago, the stores offered customers a deal whereby if they joined the movie club, one benefit would be that the customer could purchase any video recorder, disc player, video game cartridge or big screen TV for five percent over dealer cost.

"I'm the one taking this risk in the situation, especially if I'm only making five percent over cost," said McBryd. "I've got too many people in the market to be in. I have the choice to return to the store to rent movies, games, buy blank tape and pay for hardware or add another unit in house for repairs. We're trying to build the one-stop home video entertainment concept here."

He suggested that viewing the business as a software oriented market, and once merchandising software with hardware sales, could help achieve that goal.

Both McBryd and Grimm agreed that customer response to the rental plans has been excellent. Grimm noted that other stores in his market are beginning to develop video rental programs.
The Cash Box Top 30 Video Cassettes chart is a collection of the top selling video movies in the United States. This list is compiled weekly and published in the Cash Box magazine. It covers a wide range of genres, from action and adventure to drama and comedy. The chart is based on sales figures reported by video rental stores across the country. 

At the top of the chart, *Superman* leads the pack, selling over 200,000 copies. The movie, directed by Richard Donner and starring Christopher Reeve, was released in 1978 and has since become a classic. The next few positions are also dominated by popular movies from the 1980s, including *Private Benjamin*, *Back to the Future*, and *Hallelujah*.

The chart not only reflects the popularity of movies but also gives an idea of the market trends. For instance, the popularity of the *Star Wars* franchise is evident from the position of *Return of the Jedi* and *Empire Strikes Back*. The presence of classic music videos, such as *Sgt. Pepper's Lonely Hearts Club Band* and *Behind the Sun*, also highlights the crossover appeal of video rentals.

The Cash Box Top 30 Video Cassettes chart is a snapshot of the video rental market, offering insights into the commercial success of films and the cultural impact they have had. It serves as a valuable resource for both industry professionals and fans of classic cinema.
Glut Of Syndicated Programs

On AOR Spurs New Directions

by Larry Riggs

NEW YORK — With the number of syndicated shows on AOR reaching the saturation point, a number of independent program suppliers are anticipating an eventual shake-out, according to a nationwide cash box survey. Syndicated shows designed for AOR by both the independent suppliers and the major radio networks now abound for almost any need, from 90-second interview spots to concerts of various lengths up to multi-episode 48-hour presentations. As a result, what was a growth sector of the radio market is now a highly competitive area with fewer opportunities for advertisers.

Timely Promotions — The current economic recession is causing several U.S. radio stations to run promotions aimed at encouraging the purchase of electronics and other consumer items. At AOR-formatted WNEW-FM/New York, the "Low Budget" contest asked listeners to call the station and then visit one of the participating stores. The winners received an "Amy's Budget" tape, which was sold for five dollars at the radio station itself.

The city of Los Angeles, general manager of ABC outlet KDOL, decided to combine a recession-induced altruism with a profit motive by hosting a "WEDOL" (Work Ethic Drive On Los Angeles) show that offered contest winners a free filling of their oil tanks during the energy crunch. On the West Coast, Earle L. James, general manager of AM outlet KDFL, picked the best ideas from its callers, and then had them drive with a "Maxi" truck to pick up the oil.

Meanwhile, on the East Coast, WNEW-FM/New York is still operating at the highest level of production, with the top-rated "Muffad" show. The show is now producing three live shows each week, including a Sunday morning "Daytime" show, a "Muffad" show, and a "Muffad" show on Saturday night. The station is also producing a "Muffad" show for the "Muffad" show network.

McClure’s review — McClure’s review of the radio industry is still being printed. The review is a monthly publication that provides a variety of information about the radio industry, including news, trends, and analysis. The review is published by McClure Publications, a company that has been covering the radio industry for over 50 years. The current issue is dated July, 2018, and it includes a review of the recent Radio & Television News (RTN) show in Philadelphia. The review provides a detailed analysis of the show, including an overview of the key speakers and trends that were discussed.

The review highlights the importance of technology in the radio industry, with a focus on the use of new technologies such as streaming and online advertising. It also provides an overview of the state of the radio industry, including an analysis of the economic climate and the impact of competition from other media. The review concludes with a summary of the key takeaways from the show, including the importance of innovation and the need for radio stations to adapt to new trends in order to stay competitive.
1. Rain local stations. None.
2. "Are you there?" in weak regions.
3. "Rock 'n' Roll" is by Testify.
4. "I dig it" is by Testify.
5. "Moon" is by Testify.
6. "Money" is by Testify.
7. "Bar" is by Testify.
8. "Believe" is by Testify.
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10. "Jenny" is by Testify.
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12. "Cool" is by Testify.
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JOURNEY TO THE FIVE MILLION CLUB — Columbia recording group Journey recently joined the “five million club” with the LP “Escape” selling in excess of five million units. To celebrate the event, Columbia Records executives gave the group members red robes with the word of the reception is: Jim Dunlop, senior vice president/general manager, marketing, Columbia; Steve Perry, Ross Valory and Steve Smith of the group; Dick Asher, deputy president/chief operating officer, CBS Records; and Allen Shaw of the group; and Al Towler, senior vice president/general manager, Columbia.

Broad Departures Seen For 25th Grammy Awards Show

(continued from .)

A special committee to oversee development of a NARAS quarterly journal will be established to serve as the principal publication of the organization, as well as a vehicle for increased communication with national members and for strengthening ties among the organization’s seven regional chapters. “Our chapters do a great job of keeping members informed of local news through their newsletters,” said Ivey. “But there’s been a gap. So we’re looking at a publication that would go to all of our 5,000+ members. There needs to be a closer tie with the national Academy and its members.”

Several changes in Awards categories are in the works. A new Best Musical Recording category will be added related to the Best Ethnic and Traditional Folk Recording. New awards of soundtracks and radio broadcasts recorded 25 or more years ago will now be considered in the Best History/Arts Albums category rather than in the performance categories. Beginning this year, only original programming created especially for the home video market will be considered for Best Video Recording. Other modifications included expanding the base of the Historical Album’s nominating committee, redefining classical chamber music as a category with “live to player and a record,” and instituting additional special certificates for songwriter and major artis to be given at the discretion of the trustees. A proposal to create a classical fusion category was rejected.

Also covered during the meeting were plans for the Academy’s Hall of Fame site at Atlantic Records. “It is a new city block and they have now a clearer sense of common purpose. The Academy is at a place where the Grammy has established itself, and what we’re trying to do now is flesh out other aspects of our program to really service every level of involvement in recording — the fans, the changes. “We’re branching out, and I think the 25th Anniversary is an appropriate time to do it.”

CBS Boys Monthly Programs For CX LPs

command from page 12

A long-term, long-dated merchandising program will accompany the releases. All cover art will include a CX logo and descriptive legend to appear on the back cover and jacket spine, with an additional sticker placed in the upper-right-hand corner of the shrink-wrap. An informational insert will accompany each album, describing the CX process and its benefits. An extensive line of point of purchase aids is in the works, developed, and a special advertising campaign in the audio and consumer press will be implemented at a later date.

BM1 Taps Zlotnick Co.

NEW YORK — Broadcast Music, Inc. (BMI) has turned over its advertising and promotion account to The Zlotnick Company, Inc., a New York advertising agency. The agency was formed last July by Bernie Zlotnick, formerly creative director at Young & Rubicam.

BMI holds approximately 1,500,000 licensed works from nearly 65,000 writers and publishers throughout the entire range of music categories. In addition, BMI services over 8,000 radio/TV stations and over 25,000 general licenses, such as nightclubs and concerts.
THE RHYTHM SECTION

JUST US — A Los Angeles Superior Court Judge recently denied signer Al Jarreau a preliminary injunction prohibiting Bainbridge Records from distributing an album culled from demo tapes recorded by the singer 17 years ago. Judge Dickran Tervrezian, Jr., according to attorneys for Jarreau, said that he could not determine who owned the rights to the music on the album. The court held that Bainbridge Records had the right to distribute the album.

Attorneys for Jarreau said that they would appeal the decision. The court did not rule on the merits of the other issues before it.

TIMELY CELEBRATION — Epic Records recently hosted a party for its recording artist Loretta Lynn. The party, held at the Saddle Ranch in North Hollywood, was attended by a number of people interested in country music. Among those attending were: Scott Black, Radio/Records/Atlantic; Dorothea Tanning, A&R for Epic; and Richard Lydick, A&R for Epic.

ATLANTA — The Atlanta Symphony Orchestra has announced the appointment of a new artistic director, Michael Tilson Thomas. Mr. Thomas will be the first conductor of the orchestra since the departure of Henry Cowell in 1978.

ROCK AND ROLL — The Rolling Stones are planning to release a new album next spring. The album will be the first since the Stones' last studio album, "Sticky Fingers," which was released in 1981.

THE WEEKLY MUSIC REPORT

1. Stevie Wonder - "Songs in the Key of Life"
2. Michael Jackson - "Thriller"
3. Paul McCartney - "Wings Over America"
4. Dire Straits - "Brothers in Arms"
5. The Eagles - "Hotel California"

THE WEEKLY ALBUM CHARTS

1. Stevie Wonder - "Songs in the Key of Life"
2. Michael Jackson - "Thriller"
3. Paul McCartney - "Wings Over America"
4. Dire Straits - "Brothers in Arms"
5. The Eagles - "Hotel California"

THE WEEKLY SINGLE CHARTS

1. Stevie Wonder - "My Cherie Amour"
2. Michael Jackson - "Thriller"
3. Paul McCartney - " Pipes of Peace"
4. Dire Straits - "钱"
5. The Eagles - "Hotel California"

THE WEEKLY SONG CHARTS

1. Stevie Wonder - "My Cherie Amour"
2. Michael Jackson - "Thriller"
3. Paul McCartney - " Pipes of Peace"
4. Dire Straits - "钱"
5. The Eagles - "Hotel California"

THE WEEKLY CONCERT CHARTS

1. Stevie Wonder - "Songs in the Key of Life"
2. Michael Jackson - "Thriller"
3. Paul McCartney - "Wings Over America"
4. Dire Straits - "Brothers in Arms"
5. The Eagles - "Hotel California"

THE WEEKLY RADIO CHARTS

1. Stevie Wonder - "My Cherie Amour"
2. Michael Jackson - "Thriller"
3. Paul McCartney - " Pipes of Peace"
4. Dire Straits - "钱"
5. The Eagles - "Hotel California"
THIS TIME JEFFREY OSBORNE MADE AN ALBUM FOR HIMSELF. AND HE MADE IT JUST FOR YOU.

JEFFREY

His voice is like an old friend. When you hear it you will be reminded that Jeffrey Osborne, as lead vocalist for L.T.D., was responsible for some of the hottest songs ("Back In Love Again," "We Party Hearty") and some of the warmest ballads of our time ("Shine On," "Love Ballad" and "Where Did We Go Wrong").

Jeffrey Osborne. His debut solo album. On A&M Records and Tapes. Includes the hit single "I Really Don't Need No Light." AM 2410

**MOST ADDED SINGLES**

1. **KEEP ON — "D" TRAIN — PRELUDE**
   - Artist: Jody Watley
   - Label: WB
   - Format: 12" vinyl

2. **HOT SPRINGS**
   - Artist: Alisha
   - Label: Sire
   - Format: 12" vinyl

3. **I DON'T NEED YOUR LOVE — SEQUIN HILL**
   - Artist: Sequin Hill
   - Label: WEA
   - Format: 12" vinyl

4. **LET'S SLEEP OUT — HEATWAVE — EPIC**
   - Artist: Heatwave
   - Label: Epic
   - Format: 12" vinyl

5. **SHOW ME WHERE YOU'RE COMING FROM — CARRIE LUCAS**
   - Artist: Carrie Lucas
   - Label: WYLD
   - Format: 12" vinyl

**MOST ADDED ALBUMS**

1. **1. STREET OPERA — ASH福德 & SIMPSON — CAPITOL**
   - Artist: Frankfurt Symphony Orchestra
   - Label: Capitol
   - Format: Vinyl LP

2. **STEAMIN' HOT — THE REDDINGS — BELIEVE IN A DREAM/CBS**
   - Artist: The Reddings
   - Label: CBS
   - Format: Vinyl LP

3. **LITE ME UP — HERBIE HANCOCK — COLUMBIA**
   - Artist: Herbie Hancock
   - Label: Columbia
   - Format: Vinyl LP

**UP AND COMING**

AND I'M TELLING YOU I'M NOT GOING — JENNIFER HOLLIDAY — GEFFEN
TAKE SOME TIME OUT (FOR LOVE) — THE SALSA ORCHESTRA — SALSAUL/RCA
DON'T HOLD BACK — MIKE AND BRENTA SUTTON — SAM ONE OF THOSE NIGHTS — B.B. KING — MCA
Country DJs Greet Satellite Radio With Mixed Emotions
by Tom Roland

NASHVILLE — While the advent of satellite networks and the Nashville Music Network out of Chicago and the United Stations Satellite Network, has prompted fear with station owners that new technology will eliminate jobs for many disc jockeys, the actual effects of satellite programming seem to vary from station to station, according to a survey made by each station's management team.

Of disc jockeys who were polled by Cash Box magazine, many were involved with the satellite format, all seemed to feel that satellite programming may be advantageous to smaller market stations. The adoption of the space signal by their stations led to three different situations for the disc jockeys who lost their positions as a result.

When WELA-FM/East Liverpool went to satellite programming earlier this year, station owner/manager Tom D. Bailey said that his station’s personnel were automatically dropped from his satellite feed, WELA-FM in Nashville, according to a representative of the station. Bailey said that his station’s format was changed to a “rock hits” format (Cash Box, April 10).

The third disc jockey surveyed, however, indicated that his station had released five jocks, and the respondent himself was unsure of his job security and wished to remain unidentified. “It’s costing me my job,” he commented, “and I’m wondering how long I’ll lay off five people. When we first went into it, we were going to have (the satellite) set up in house and let the satellite choose the disc jockeys I’ve had to hire part-time interim people, or less competent people, to work for me, so the air sound’s gone to pot.”

**OK For Small Markets**

According to the source, the signal cannot be fixed, but the satellite should be operable in the near future. “I can understand satellite for a small market,” he stated. “However, one station over here can’t understand that, but I can’t understand it in a city the size of Nashville, and Nashville’s already dropped it. They limit you to 10,000 watts of power, and probably because you’ve only got 10 minutes available, and there’s no local touch to it. You have to rely on others.”

The world, but that one person who calls in for that request or that contest or that little five dollar coupon giveaway is taken away from you. Listeners cannot identify with a guy who is sitting in Chicago and can’t talk about anything except generalities.”

The source indicated that the satellite network is part of an overall shift in thinking by country programmers that will damage the future of country radio. “They are all concerned about a 30-record playlist, which is the ex- rock ‘n’ roll, and we all talk about research for music. Research now is used to determine when a record is a hit, but factor, but (the radio industry) uses research just the opposite, and I think that’s what’s killing country music in major markets today. Everyday’s on a tight playlist of 30 records and forget the rest. There has to be more variety in country music because country music is more depressing than the average music. For the past six months, I’ve played two album cuts in an hour. That’s all you hear, and you’re sick of it. I don’t single, it’s time for AOC to come along, but you also need an expanse of variety to keep me feeling good.”

He also noted that the satellite networks do not offer the variety that he feels is necessary. “The only time they’re going to add a record nine times out of 10 is when it’s 80 with a bullet. What sells nationally is not going to sell here, I’ve proven that time and time again.”

He admitted, however, that his station’s adoption of the format probably was a result of the economy as much as anything else. “When I came here, the company that bought us had kind of money. They commented, ‘Of course, times are hard now, and they don’t have the money, so this is a way for them to say, ‘Hey, we can save this money.’ We’re not going to save money. It costs us $7,500 to get into it, development, CBS Records, Nashville, etc. We’re not missing anything. And whatever comes, they’ve had more turnover on satellite than I’ve had here, and the very man that set it up, Big Jon Anthony, is now sitting in Jacksville.”

Satellite is, with WOHL, a little less pessimistic, though he is disappointed at the current move away from country to a "(continued on page 28)

115 Stations To Air Music City News Awards

NASHVILLE — Some 115 television stations are expected to air the 16th annual Music City News Country Awards via satellite through Nelcom Enterprises, in association with the Television Syndication Center of Group W Prod. The show, which is to be held at the Grand Ole Opry June 7, will be carried live by more than half of the affiliates.

Produced by Jim Owens Entertainment and Multimedia Program Prods., the telecast will be hosted by the Statler Brothers, Louise Mandrell and Ed Bruce, coinciding with the advent of Nelcom in Nashville. Reportedly, the awards are based on a tally of votes by subscribers to the Music City News, the only fan-voted awards that are televisised nationally.

Producers and performers scheduled to appear on the program include: Alabama, Deborah Allen, Lynn Anderson, Randy Bailey, R.C. Bannon, Boxcar Willie, Helen Cornelius, Jimmy Dore, Janie Fricke, David Frizzell & Shelly West, Mickey Gilley, Wendy Holcombe, Gunilla Hutton, Brenda Lee, John Conlee, Loretta Lynn, Barbara Mandrell, Charly McClain, the Oak Ridge Boys, Ray Price, Marty Robbins, Lulu Roman, Misty Rowe, Ricky Skaggs, Syliva & Jimmy Thomas, Buck Trent, Conway Twitty and Jacky Ward.

**James Opens New U.S. Headquarters**

Dick James Music held a reception to dedicate the opening of the publisher’s new United States main office in Nashville. Some of the many guests attending the open house were Country Music Hall of Fame member Mike Sharp, vice president, Nashville, Cash Box; Merlin Littlefield, associate director, ASCAP; and Arthur Braun, general manager, Dick James Music.

**Expansion Plans Still Alive in Nashville**

by Tom Roland

NASHVILLE — Defying the odds in these recessionary times, some entrepreneurs have committed themselves to expansion in Nashville. Indicative of the relative health of the country music sector — which has held its own so far — the Music Mill (the studio used by RCA recording group Alabama), Stargram Records and the Complete Entertainment Corp. are currently in the midst of expanding their facilities and/or operations.

Harold Shedd, Alabama’s producer, is building a new Music Mill facility to satisfy a need for more space. The complex, a $1.5 million investment with two stories above ground and one below, will house two studios, an additional mixing room, a pair of publishing companies, a production company and an office for the group within 10,000 square feet of space. Sporting a “log cabin” ambiance, the facility will also leave room for expansion into video.

Shedd commented that his association with Alabama and the success of the publishing companies, which landed three major cuts in the first year of operation, have aided the company, much of which is financed by Donny Canada. He also indicated that the new studio will have five full-time engineers. Currently, the Music Mill is in day-and-night operation, the facility and Shedd is optimistic that the new facility will meet with at least the same success.

Stargram Records’ new studio should be ready Sept. 1, according to Dan Hodge, general operations manager. While the label will use the studio to cut recording costs for its own product, Hodge expects approximately 70% of the business to come from independent producers. Though he acknowledged the current tough economic conditions, Hodge maintained that the problem is a self-perpetuated plague, and that as long as entrepreneurs continue to think of the situation negatively, the economy will remain depressed.

Hodge said his company will attract many clients in Nashville because the studio will be “run like a business should run — as a business, not a toy.” He argued that many artist-owned studios are regarded by their owners as facilities solely for personal pleasure and that business principles are quickly dismissed causing severe cash-flow problems within the studio.

Not A Hunch

He was, however, quick to emphasize that the venture is not a hunch, but based on a track record. Stargram has had eight successful years, he said, expanding from a one-room operation to its current office suite and soon-to-be-completed studio. Hodge expects to receive a good amount of business from producers who originally would not consider a studio will provide a professional atmosphere and working conditions and highly trained engineers.

Even more ambitious are the plans for the Complete Entertainment Corp., which call for a new label, publishing company and management firm. This operation is headed by Charles Fach.

Fach, who has been in the industry some 27 years, noted several crucial dates that will help him establish a business since the “weak ones are getting out of the record industry.” Fach, who will head the Joe Talbot Building, the new studio, will open within two to three weeks, pending clearance of the company’s name, Fach. The new company will house a label, a publishing arm and an artist management facility, and first product from the company is projected for mid-July.

Said Fach, “It will be good for us, great for Nashville.”

**Hinton Named To Cash Box Post**

NASHVILLE — Keith Hinton has been named the country chart coordinator for Cash Box. Hinton, who began in his new position May 17, will be involved in all aspects of the country charts, including sales and radio research and will write the Country Mike column, among other duties.

“Keith’s educational background and experience in retail should prove to be invaluable assets in this position,” commented Jim Sharp, vice president in charge of the Nashville division of Cash Box. “We are excited about the addition of Keith to our staff in Nashville.”

Hinton graduated from Middle Tennessee State University in Murfreesboro through the school’s music industry management program and, subsequently, managed Sound Shop outlets in Tennessee and Indiana.

**FRICKE MAKES NASHVILLE APPEARANCE**

— Janie Fricke made a recent appearance at Middle Tennessee State University in Murfreesboro when she performed for the school’s student body for a sold-out show. She was greeted backstage following the concert by a number of Nashville industry members. Pictured are (l-r): Mary Ann McCready, director, artist relations; Janie Fricke, Jim Acoy, director, Columbia promotion; Randy Jackson, Fricke’s manager; Frickie; Joe Casey, vice president, promotion; CBS, Bob Montgomery, producer; and Bonnie Garner, director, A&F, CBS.

Cash Box/May 20, 1982
COUNTRY

TOP 75 ALBUMS

Weeks

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Kenny Rogers on Country Radio

Take Me to the Country

A HIT SINGLE

Kenny Rogers' Greatest Hits

Country Music

Copyright 1982

Ash Box/May 29, 1982
Congratulations to all the BMI winners at the Academy of Country Music Awards.

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Wherever there’s music, there’s BMI.
Country DJs Greet Satellite Radio With Mixed Emotions

(continued from page 24)

pop station. “Our owner is a big guy,” commented Sitko. “He’s got a lot of other radio stations, and he gave everybody a job at another radio station; everybody’s working somewhere else. Well, it gives them an ego because they feel that their talent is being taken away from them,” he stated, “but you can use your talents in other parts of the industry.”

The second station is a medium-market station and a solid point in the market competition. “You lose that feeling for the air and being in touch with your audience. Radio is not just a job, it’s a person for who they are, they may just hear their voice on a spot. They don’t know that that Fred Buck or Benny Ray; they just know they’re going to be heard over the air,” Sitko said.

Buc, who was moved from his music director position to become director of consultation, says he is happy with his new position. “I think everybody is happy with their new position,” he said.

Indeed, unbeknownst to Buc when he made his statement, WJRNB/Nashville had begun attacking WKDA by emphasizing local concerns, such as weather and traffic.

Buc reiterated, however, that the disc jockey will still be able to keep his job at the radio industry if he keeps an open mind toward alternative positions. “Technology is growing at such a fast pace now that there are a lot of new jobs out there and new things to know as far as putting a radio program out,” he noted.

“Those jobs that all they can do is go in a studio and record and do their work there, they’re not top-notch, they do have something to worry about. Nowadays, it takes a lot of skill and knowledge to master what is going on in the industry, there’s plenty of room.”

For The Record

In an article about the amount of country product currently in release (Cash Box, May 22), a statement by an industry executive could have been misconstrued to imply that Ricky Skaggs records for that label. Skaggs, in fact, records for Epic.

COUNTRY RADIO

THE COUNTRY MIKE

FICAP MINI-CLINIC SET FOR WICHITA — The fourth annual Federation of International Country Air personality Mini-Clinic is scheduled for Saturday, June 18, at the Hilton Inn East in Wichita. Last year’s affair, hosted by KOKE/Austin, drew approximately 300 attendees to the Texas city, and FICAP officials expect a similar turn out for the 1982 clinic. Registration for the event runs from 3:00-7:00 p.m. Friday, June 18, with a cocktail reception scheduled for 7:00 p.m. Saturday’s activities kick off at 7:45 a.m. breakfast, and FICAP president Dale Turner’s opening address at 9 a.m. The first panel discussion, “The Radio Personality: An Endangered Species,” is featured by Morning News/Memphis, Regency/Music Records; Bruce Adelman, Adelmen/Axylum; Wayne Edwards, RCA; Dale Turner, WSAS/Cincinnati; and Bobby Craig, KPLX/Dallas. At lunch, attendees will be addressed by Mike Adams, owner of Woodward’s and Cushing’s, and the initial afternoon panel, “The Door To Programming/Management/Ownership,” features Bill Tamas, WABC/New York; Tom Phillips, KRMG/Shreveport; and Bill James, KCMW/Victoria, Texas. FICAP members should receive registration forms with the FICAP newsletter. For more information contact John Adams of KFDF at (512) 838-9411 or call Georgia Twitty of the FICAP office in Nashville at (615) 320-0115.

PERSONALITY PROFILE — When Dan Roberts graduated from high school and headed for the University of Florida, he was not yet sure what his future in the radio industry would be. Roberts had started in radio as a DJ at WKDA in Ocala, Florida, in 1976. Now he is the program director at WPLO/Atlanta.

The folks at WPLO/Atlanta say they’re happy to have Dan Roberts on the air. "We’re excited to have him here," said Program Director Les Akers. "He’s brought a new perspective to the station." Roberts admits that he’s still learning the ropes, but he’s happy with his new position. "I’m learning as I go," he said. "I’m just starting to get a feel for the market." Roberts says he enjoys the challenge of programming a station that is not only selling advertising, but also promoting events.

"The station has been in business for over 10 years," Roberts said. "And it’s been successful because of our commitment to local events." Roberts plans to continue this tradition in his new position.

Roberts was born in Ocala, Florida, in 1951. He attended the University of Florida, where he earned a degree in broadcast journalism. After graduation, he worked at WKDA in Ocala, where he learned the basics of radio programming.

In 1976, Roberts moved to WPLO/Atlanta to work as an on-air personality and promotions director. He later became the station’s program director.

Roberts credits his success to the people around him. "I’ve had great mentors over the years," he said. "They’ve taught me a lot about radio programming." Roberts is currently working on a book about radio programming, which he hopes to publish next year.

Roberts is married with two children. He enjoys playing golf and traveling in his spare time.
ROCKY TOP
written by Felice & Boudleaux Bryant
EXCITING NEW VERSION CUT LIVE AT THE OPRY BY
THE OSBORNE BROTHERS

More than just a great country record
An Historic version of a song that has become
a true Bluegrass Phenomenon

From their Hot New RCA Album
"Bluegrass Spectacular"

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Nashville, TN. (615) 385-3245
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London, England

Hal Leonard Publ. - Sheet Music
Norman Lee Publ. - Band Arrangements
GOSPEL

COUNTRY COUNTRY COLUMN

MUSIC IN MUSIC CITY — The weekend of May 14-16 provided, as usual, something for all tastes in Nashville, as artists ranging from country to blues to rock made appearances at venues throughout the area. Friday, May 14, Rick Skaggs and Reba McEntire performed on different stages at Opryland, doing two shows each to somewhat older audiences. Skaggs, in particular, was quite memorable, adding quick wit and rap with concert attendees to his act, which now includes tour singles. Though instrument changes and tuning problems made the show occasionally sluggish, this relaxed approach and easy-going vocals were compensatory enough, and his career is currently anything but sluggish. Recently, Skaggs was named New Male Vocalist of the Year by the Academy of Country Music, received his first R 1 single for "Crying My Heart Out Over You" in Cash Box and played for the president at the grand opening ceremonies for the 1982 World's Fair in Knoxville. To top it all off, he began rehearsing for a weekend Saturday, May 15, Elsewhere in town, the K.C. Blues Band from (would you believe?) Kansas City augmented its four-piece lineup with Nashville talent to record a live album for its own Moon Pie label at the Ex- rix. The group proved to a gritty, ruckus ensemble, and the resulting LP, recorded with the assistance of Johnny Rosen's Fanta mobile unit, should be quite a lively affair. Additionally, Dave Rowland performed at the new Cowboy's club in Tullahoma that same evening. Rowland, incidentally, should be lauded for one of the year's most clever albums, "A City for a-Girl" which he recorded at an Opryhouse appearance by pop phenomenon Rick Springfield on Sunday evening. While the soapster-turned-musician is an incredibly energetic and exciting performer, his con- cudes Lane's gospel hit, "One Day At A Time," also contains a couple of Dolly Parton cuts. Meantime, her manager/husband Stoller has been sentenced to three years in a minimum security prison at Maxwell Air Force Base In Montgomery, Ala., for income tax evasion in 1974-75. While he is eligible for parole immediately, Stoller plans to write Lane's biography, Bucking The Odds which is described as the REAL McCOY SPORTS A B'SIDE — Beyond his "A" side motivation as a highly sought-after studio musician, Charlie McCoy has been harboring a "B" side love for sports, which has by his current position as coach of a local Little League baseball team. Also president of the music business mixed bowling league, McCoy has led the 11-12-year-old Demons team to a 6-2 record and a share of the softball league lead. ... AND IN OTHER SPORTS ACTION AROUND THE METRO — Walkin' Music Nashville division manager Bill Hall is sponsoring a women's softball team in the Thunderbird League. The team, dubbed the Song Sluggers (cute, huh?), is comprised of women involved in the music industry, including Cynthia Rodgers, Milly Catignano and Ann Bible of the Walk group, recording artists Boz Scaggs and Donna Worthing of RCA. The club has racked up a 1-1-1 record, but the victory was a 28-2 drubbing, and coach John Ragdale predicts the second-half of the season will produce a flawless record. Maybe a little prematurely cocky, the ball club is even considering posting a challenge to Barbara Mandrell's formidable Do-Right squad.

CONGRATULATIONS — To Grand Ole Opry member Little Roy Wiggins and his wife, Fay, on the birth of a daughter, Kristi. Lee, May 17.

IFC SETS LINEUP FOR FAN FAIR SHOW — Loretta Lynn has been named to head the lineup for the 15th Annual International Fan Club Organization (IFCO) show June 9, in conjunction with the fair at the Tennessee Fairgrounds. Other acts scheduled to appear include Reba McEntire, Sicily, Hot Sixes, Big Al Downing, Peggy Foreman, David Frizzell & Shelly West, Vern Gosdin, George Hamilton IV, Rebs McEntire, Gary Morris and Lulu Roman.

SINGLES TO WATCH

MICKI FUHRMAN — How Do I Get To Heaven — (MCA-52059)
CALAMITY JANE — Walkin' After Midnight (Columbia 18-02958)
TOMPAL & THE GLASER BROTHERS — I Still Love You (Elektra E-67461)
MERCY RIVER BOYS — Would They Love Him Down In Shreveport (Capana CAS-58)
DEAN DILLON — Play This Old Working Day Away (RCA PB-13208)
DE DE UPCHURCH — Texas Dance Hall Girl (Artists Revue 8223)
BILLY WALKER — Welcome Back To My Heart (Tail Texas TTR 56)

1 IS MY LIVING IN VAIN
2 GO
3 HIGHER PLANE
4 CLOUDBURST
5 WHERE IS YOUR FAITH
6 IT'S GONNA RAIN
7 LORD, YOU KEEP ONPROVING YOURSELF TO ME
8 EVERY TIME I FEEL THE SPIRIT
9 LORD, FROM THE DEPTHS OF MY HEART
10 UNCLEOUDY DAY
11 I WANNA TELL YOU THAT I'M IN LOVE
12 I VOL UNCHANGED
13 BEST OF THE BEST
14 MY GRANDSON (Myrrh 6577)
15 I'M FEELING FREE

HARTMAN WITH DAVID — Keith Thibodeaux (r) of Priority group David and the Giants. appeared on ABC-TV's Good Morning America with David Hartman May 18. Thibodeaux, drummer for the group, portrayed Little Ricky on the I Love Lucy television show from 1956-59, and the appearance was part of a week-long series of interviews in tribute to Lucille Ball.
Cutout Dealers Go To Importers, Cassettes To Counter Midlines

continued from page 6
N.Y., felt that midlines made a favorable impression on the cutout business. "Strong $5.98 titles like Grateful Dead, Neil Young, and Crosby, Stills and Nash normally wouldn't be cutout anyway," he said, adding that the midlines "help generate awareness that more record product is available in the world than the regular-priced albums."

Midlines Cut Out

In fact, Jim Cochran, president of New Light Agencies in Elwood, Pa., claimed that midline product had turned up as surplus over the last year. John Gervasoni, vice president of Scorpio Music Distributors Inc., in Croydon, Pa., agreed, saying that midlines were already beginning to be cutout, fulfilling the expectations voiced by most cutout suppliers. "Midlines must be a splash, but the initial impact is over," said Gervasoni, whose sentiments were echoed by Joe Swiatek, sales manager for Chicago's J.S. Taylor Distributors Inc., who said, "They were gangbusters the last couple years, but they've reached a dead end now with no new product being cutout.

However, the recent surge of mid-priced lines does have an effect on cutout availability and quality was noted by many suppliers. Richard Chapman, sales representative for One Way Records in Albany, N.Y., claimed that midlines make "a little soft like everything else" and had declined in the last year. "Midlines are having an effect that some titles that you might be able to get in cutouts if they weren't midlines, you can't get as cutouts now," he explained.

Bill Aures, owner of Music Work Network in Los Angeles, partially blamed midlines for a market saturation in what he termed "garbage" genre albums. "You can't really come out with midlines when they have overstock of good titles, instead of cutting them out as they used to," he said. The midline phenomenon is also having an effect on cutout suppliers from the midlines manufactured in Europe, which are being imported, sold and sold out by cutout dealers capitalizing on the dollar's strength. New Light's Cochran is importing midlines and cutout midlines from Europe and Canada. "We're carrying Europe-type things that come in undiluted to space our American cutouts," he said. According to Cochran, import cutout costs a top cutout price of $3.99 each. "The cutout in Europe looks more track appealing to import but at the same price as high-priced cutouts," he added.

Don Chance of Hamilton also said that European midline product was in demand. A "lot of cutout companies are handling European midlines and selling them here because the price point is attractive," he said. Regular LP and cassette cutouts are also highly sought overseas by domestic cutout buyers, according to Chance, who said that a "driver's wheel price" is coming to buy. "The dollar is strong here," explained Hamilton. "Overseas, the retailer is more interested in people who will rather sell and get our dollar."

Imports Lend Quality

Many merchants also feel that the quality of cutout product from Europe is higher than that available in America. "There's a lot of excellent product overseas," said Les Neal, tends all forms of music at Atlantic & Pacific Music Co. in St. Louis. "Having quality product is the key. If you have a strong catalog to offer, you'll get a response, but if you don't buy one." Cassette cutouts are especially sought overseas by American companies, largely because they're "gadget oriented" and have "a lot of unique quantities in the U.S." "Cutout cassette tapes are hard to find," said Neal, who explained that the cutout market the master will now be included in the product. "Another three or four years down the road, and cutout cassettes should be more readily available," he said.

Music Brokers' McLellis also reported increased demand for cutout midline caters "That's in the past couldn't make are now being gobbled up," he said. "The demand far exceeds the capacity and variety on the other hand, you can't give away eight-tracks. That market is flooded, and buyers are very selective.

Morris Levy, head of Promo Recording Distribution Co. in Paterson, N.J., said that while smaller pressings mean less cutouts, "the Norfur market is still saturated. "As business gets flat, storekeepers lower their inventories, which means greater returns, leading to greater overstock and cutouts."

"There will always be some leftsovers no matter how exact of a science this business becomes," declared Great Atlantic's Neal. "We're seeing the same old tunes now, but a wider spread of goods."

New Light's Cochran is happy with the current supply of American cutouts. "Concerning the rough times for retailers, they are holding good for us so far this year," he said. "While pressings aren't as big, there's a reasonable enough amount. There are good cutout titles coming up from Atlantic, Warner Bros., A&M, Columbus -- almost every label has something decent. And independent lines that didn't cut previously are coming out now because of the economic times. Labels such as Adelphi, Flying Fish and Inner City have cut out a lot of good indie product."

While no one expects to ever see another "Sgt. Pepper" dumping, one supplier, who asked to be identified, said, "It's true, but manufacturers are still overpressing. He cited an Arista cutout list that showed 250,000 "Buffy" Barry Mann/ LPCS available along with 130,000 cassettes and 84,000 eight-tracks. "Manufacturers aren't admitting these numbers because they want to keep prices up by saying, 'There's a shortage. You won't be able to buy cutouts! There's more product out now than there's ever been. There's a million-piece cutout title on the Arista list. That's not true. And that's not even a major label."

General Ent. Bows

NEW YORK -- General Entertainment Management, a full range personal management agency, has been formed by Neal and David L. Rosencwieg in Cleveland. The outfit is headquartered at 707 Citizens Federal Tower, 2000 East Ninth Street, Cleveland, Ohio 44115. The telephone number is (216) 574-4884.
AROUND THE ROUTE
by Camille Compasio

World Wide Dist. officially launched its recently opened Grand Rapids, Mich. branch with a gala grand opening celebration, complete with a "special sale" on May 20. Event was attended by area customers as well as factory representatives and guests from other parts of the distribs' territory. Company president Fred Skor and a contingent of staffers from the Chicago headquarters office helped host the festivities. The Grand Rapids branch, headed by manager Ron Howard, is located at 2555 S. Division — and, from what we hear, it's been doing tremendous business since it opened its doors just a couple of months ago.

The Bally Pinball Division facilities in Bensenville is in full swing production on "Rapid Fire," and now "Mr. & Mrs. Pac-Man Pinball" as well. Latter item was not quite scheduled for production at this time but made such an impact when Bally introduced it that plans had to be revised. As we learned from marketing vice president Tom Nieman, the Pac-Man pinball has generated the "largest pre-sell on a pinball machine in two or three years!" And why not? The name carries a lot of magic with it, Tom said, players...

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SEGA/Gremlin Unveils Modern New Facility Near San Diego
by Jeffrey Ressner

SAN DIEGO — SEGA/Gremlin, the video game company responsible for such popular coin-operated machines as "Frogger" and "Zaxxon," dedicated its new executive headquarters and main manufacturing complex in nearby Rancho Bernardo Technology Park May 15. The 125,000 square foot facility, which boasts state-of-the-art assembly and testing equipment, was opened during an elaborate ribbon-cutting ceremony attended by representatives of the state and local government, as well as officials and employees from the amusement firm.

The video game manufacturer now has five plants in the San Diego area — the new corporate office/production site being the largest. The four assembly lines housed at this facility can put out 400-700 units per day under optimum conditions, and ongoing improvements in assembly procedures could make even greater numbers feasible. Top-of-the-line quality control mechanisms, an efficiently designed receiving and shipping area, an ultra-modern Honeywell master computer system, a 100 PBX telephone hook-up and a sophisticated production area are merely a few of the many factors that comprise the Rancho Bernardo complex, which is located...
like the concept of the pin model and the piece is being widely accepted in the same locations where the Pac-Man video has remained a financial winner. Tom’s has had some feedback from arcades that have created a “Pac-Man environment” — meaning a lineup of the three versions of the game with the Pac-Man game in the middle wall and other merchandising items on display to further promote play. With such a “promotional piece”, you really can’t miss.’

Dateline Hialeah, Fla., home of Centuri, Inc. Former Chicagoan Tom Siemieniec recently joined the Centuri sales staff. He at one time headed up the parts department at Midway. Since he is in the process of relocating he will be selling his beautiful lakeside home in Lake In The Hills, Ill., to set up residency in the Florida area.

London, England, president Russ Strahan welcomed a prominent visitor from Germany this past week — Jean Marc Prouteau, president of marketing for the entire NSM / Loewen group of companies. The trip was spent at the Franklin Park facilities. Russ arranged a luncheon with World Wide’s Fred Skor and Harold Schwartz. World Wide, by the way, has become exclusive distributor of the NSM / thin line in Illinois and Michigan. Russ was on hand at the dist-rib’s Grand Rapids, Mich. grand opening celebration. He proudly noted that the 2401 phonos is being very well received in the U.S. and has spurred added interest in the Prestige model as well. As of now, “we’re sold out of 2401’s until mid-July,” said Russ.

Dateline Los Angeles, where we spoke with C.A. Robinson executive vice president Ira Bettelman on the subjects of pres-ent flood, our business is “very good”; and the current flood of new equipment hitting the market, creating a dilemma for the operator who must pick and choose the right buys — with little time to spare, lest the competition beats him to the punch. One solution, he said is for the operator to maintain a good relationship with a distributor in his immediate area and rely upon his judgement in the selection of equipment. As Ira pointed out, “within the last 30 days our industry has released to its dis-tributors approximately 20 new machines” — and since they can’t all be hits, one must exercise selectivity in making purchases. Makes sense, especially in today’s market.

Midway’s field service manager Andy Ducay will start his June schedule of fac-tory service schools with a class at Dons Vendin, located in Edmonton, Alberta Canada (June 2) followed by a June 4 ses-sion at J.E. Weatherhead Dist., Ltd. in Burnaby, B.C. Canada. He’ll then head for New England and do a 3-week run of the Nevada Gaming School in Reno (June 16) and Las Vegas (June 18).

Dateline Sunnyvale, where Exidy announced that a “Mousetrap” Higher Expectation Credenza is now available to operators through Exidy’s distributor network. The firm believes the kit may double Mousetrap earnings.

Romans Named Executive Vice President, Chief Financial Officer For Bally

CHICAGO — Robert E. Mullane, chairman and chief executive officer of Bally Manufacturing Corp., announced that Donald B. Romans was elected executive vice president of Bally and its chief financial officer. Romans was most recently associated with Sunbeam Corporation as an executive vice president and its chief financial officer since September 1981. Sunbeam was recently ac-quired by Allegheny International. Previously, Romans was associated with Trans Union Corporation of Chicago since 1982 where he achieved the position of ex-ecutive vice president and chief financial of-ficer and president of Trans Union’s leasing subsidiary, Trans Union Leasing Corpora-tion. Trans Union Corporation was acquired by the Marmon Group in February of 1981.

Mr. Romans will relocate to Bally’s excellent background of financial expertise and senior management experience. He resides in Bexley, Ohio. Bally’s.

“With Mr. Romans, Bally will be further enhancing its senior management depth and flexibility which are so important to a com-pétitor like Bally’s size and broad operating scope.”

Prior to 1982, Romans was manager of in-ternal auditing and systems and procedures for Container Corporation of America.

He currently serves as a director of the Drexel Burnham Fund and the DKL-Cash Fund, mutual funds headquartered in New York City, and the board of the M'Nage Hospital of Chicago. A graduate of the University of Louisville and the Harvard Business School, Mr. Romans also served as a captain in the U.S. Marine Corps.

‘Tron’ Video Tournament Underway

CHICAGO — Bally’s Family Entertainment Center, in conjunction with Walt Disney Productions, has established a "Tron" video game tournament to begin May 24 in approximately 400 locations throughout the country. The competition, which will introduce the game to the public, will take place for seven weeks, climaxing with a “three round” final competition in New York on June 20.

Gorman Appointed At Game Plan

CHICAGO — The appointment of Hugh Gorman as director of marketing for Game Plan, Inc., was announced by Wendell McAdams, vice president and chief operating officer of the Addison, Ill.-based firm.

In making the announcement, McAdams stated, “We are pleased to add Hugh to our staff and we are confident that his 20 year’s experience in the industry will contribute ap-preciably to Game Plan’s growth.”

Prior to joining Game Plan, Gorman was associated with Rock-Ola Manufacturing Corp. for a number of years, and most recently served as the company’s vice president and director of sales.

Regarding future plans for Game Plan, Gorman noted, “Many exciting new products and concepts are under development at Game Plan. It is corporate intent to provide the industry with the optimum in profit producing equipment. In addition, our equipment will be offered through a national network of distributors available to the trade so that operators and distributors acceptance of Game Plan products is insured.”

‘Alpine Ski’ Is Ichiban In Japan

CHICAGO — Taito America’s video game, “Alpine Ski,” is ichiban (number one) in Japan. The Japanese Amusement Operators (NAX) recently voted Alpine Ski number one in popularity in Tokyo, according to the Japanese trade magazine The Amusement Industry.

Operators of single locations and arcades locations on the street participated in the poll that ranked the machine first among new video games.

Alpine Ski is reportedly the first video game to capture the essence of championship skiing, offering a variety of skiing courses, downhill skiing, slalom race and ski jump. The game parallels the structure of an Olympic skiing competition.

Jack Mittlet, president of Taito America, realized the impact the game would have on the industry when it was in production. “It’s a new direction in the video world,” he said. “We knew all along that we had another winner on our hands.”

INDUSTRY NEWS

AROUND THE ROUTE

(line from page 2)

INDUSTRY CALENDAR

June 3-5: Amusement & Music Operators of Texas; annual convention; Alamo Music Hall, San Antonio
July 16-17: Montana Coin Machine Operators Assn.; annual convention; Outlaw Inn, Kalspell
Sept. 10-12: North & South Carolina state associations joint meeting; Radisson Plaza Hotel, Charlotte
Sept. 24-25: West Virginia Music & Vending Assn.; annual convention, Ramada Inn, South Charleston
Oct. 7-10: NAMA national convention; The Rivergate, New Orleans
Nov. 18-20: AAMA international convention; Hyatt Regency Hotel, Chicago
Nov. 18-20: IAAPA annual convention; Balle Hall, Kansas City
INDUSTRY NEWS

BEHIND THE SCENES VIDEO VIEWPOINT — Workers at SEGA/Gremlin's new manufacturing facility make sure each game is free of flaws through careful testing and efficient production. Pictured in the top row are (l to r): assembly line foremen review the station layout to assure completion of production schedules; a technician tests a circuit board using a Plantronics Troubleshooter 1600 computer; and approved games are boxed with protective padding using automatic packaging equipment. Pictured in the bottom row are (l to r): every game undergoes an extensive "burn-in" period to check for imperfections; an electronics export checks wiring in a module which provides the color visuals and sound effects of arcade amusements; and fast, reliable upkeep of machines are handled in the company's customer service department.

SEGA/Gremlin Unveils Modern New Facility Near San Diego

(continued from page 36)

near other high-tech companies like Sony Corp., Hewlett-Packard and National Cash Register.

The opening day ceremony was led by Peter Gorrie, vice president, administration and controller of the company, who gave a brief history of SEGA/Gremlin and introduced a number of dignitaries who spoke optimistically about the future. Among the speakers were state Senator William Craven, previous chairman of the San Diego Board of Supervisors and now representing the 38th senatorial district in Sacramento; Robert Frazee, Assemblyman for the 33rd District; Larry Stirling, Assemblyman for the 7th District; three of Gremlin's "founding fathers" — Frank Fogelman, vice chairman of Gremlin Industries, Gerald Hansen, vice president of engineering, and Gene Candelore, vice president of marketing; and current president of Gremlin, Duane Blough.

"We're delighted to be in this marvelous new facility," said Blough at the dedication. "Our people are happy, our productivity is up, and we're building better quality games than ever before. This plant provides expanded capability for us to continue to meet the worldwide needs of the computer video game industry."

Following the ribbon-cutting, executives from the company held a press conference presided over by David Rosen, president of Sega and chairman of the board for both Gremlin Industries and Sega Industries. Rosen, one of the pioneers in the Japanese coin-op field, informed correspondents from print and television media that although the company has earned "in excess of $100 million" from its product line, the firm is currently re-evaluating its chain of P.J. Pizzazz eatery/arcades and may decrease its involvement in that facet of the entertainment industry. As far as new games are concerned, Rosen declined to announce any titles, but did say several concepts are in their "tweaking" stage (the final five percent of research and development procedures that goes into the making of a machine).

Throughout the day a series of tours were conducted through the office/factory, which is shaped like a "square within a square" and utilizes an "open landscape" interior design to provide easy access to all areas for the over 600 workers employed at the center. An immaculately clean, well-ventilated production area encompasses the sub-assembly, assembly and testing sectors, with each clearly designated and roomy enough to promote free-flowing movement and worker momentum.

Perhaps the most awesome sight on the tour, many visitors agreed, was the display of hundreds of Zaxxon space games, which employ a near three-dimensional battlefield and an armada of rockets, lined up side by side during their "burn-in" testing period. After the electronic system of the game is installed into the wooden cabinet and the machine is fully operative, SEGА/Gremlin makes sure each of its units is given this extensive test to pinpoint any small kinks or other malfunctions. During this time, the games are set on a form of "automatic pilot" in which they play themselves continuously to get the circuitry's "juices" going.

The amazingly realistic graphics found in Zaxxon and other current offerings like the grand prix racing game "Turbo" are just part of the advancements in video game manufacturing SEGА/Gremlin has made over the past few years. With these play units, along with past successes like "Carnival," "Moon Cresta" and the voice-synthesis action of "Space Fury," the innovative organization has lived up to its credo, which claims "Technology the cause...Entertainment the effect."

GOLD EGG AWARD — Cinematronics, in conjunction with its current "Jack The Giantkiller" video game, sponsored a "golden egg" contest during the recently held AOE convention in Chicago. Contestants qualified by scoring more than 5,000 points on any of the Giantkiller's displayed in the Cinematronics booth. A drawing was held at the close of the show and the winner of the personally engraved golden egg was Paul Bethke of Milwaukee, Wisc. Pictured are (l-r): Blattmiller and Cinematronics vice president-marketing David Stroud.

Arcade Management Opportunities

Backed by a standard-setting industry leader committed to the success of this venture, our financially sound company is seeking the following people for ground-floor opportunities. The right people will help us establish a nationwide network of exciting amusement centers and build solid, rewarding careers.

Arcade Manager

Practical arcade experience is required for this position. Total game room responsibilities include hiring/supervising employees, maintaining equipment and reinforcing our quality image.

District Manager

You need arcade management experience to qualify. Travel within your assigned territory to oversee multi-location operations is required.

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