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ANOTHER PLACE AND TIME

MUSIC & MEDIA - March 13, 1989

PolyGram Celebrates 1988 Success

Leeds - Some 120 delegates gathered at PolyGram's recent International Popular Manager Meeting (IPM) to discuss the pan-European and long-term marketing techniques which brought the company so much success in 1988 with acts like Def Leppard, Bon Jovi, Dire Straits and Glenn Medeiros.

Several discussion groups were scheduled on topics like CDV, new releases, finance and catalogue marketing. Presentations were made by the UK, France, West Germany, Australia, Japan, Holland, South Africa, the US, PolyGram Internationale and China Records.

David Fine, President PolyGram executives at the recent IPM, from l. to r. - Alain Levy, Exec. VP; David Fine (Pres); Bruce Mackenzie (Res. VP); Al Morris, VP. PolyGram International, presented several International Marketing Awards. European winners included PolyGram Italy's Bruno Tribuldi for the marketing of Dire Straits Money For Nothing, PolyGram Switzerland's Alain Pflanz for all round performance.

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David Fine, President PolyGram, believes that the coming single European market in 1992 is creating large investment opportunities in media organizations and predicts rapid growth. New Corporation's Chairman, Richard Scarby says the assets of many media companies in Europe are currently undervalued compared with those in the US.

The company's initial capital could be between US$ 1 and 1.5 billion but it is hoped that its borrowing power would take this up to US$ 3 billion. New Corporation would have only a minority stake of 20%. Credit Swiss First Boston, a Swiss investment bank, has been commissioned to find partners for the new venture. The provisional title for the group is Media Partnership International.

DJ Mixing Finals

The finals of this year's World Mixing Championships are being held this week (March 14) and will be shown on BBC 1 TV for the first time. The show is hosted by BBC Radio 1's Jeff Young and TV presenter Mike Shah. Over 3,000 radio and club DJs from all over the world are taking part in the annual three day event organised by Tony Prince's DJ Mix Show.

Awards For The Agency


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Extra! Extra!

London - Undervalued media companies are the target of Rupert Murdoch's new US$ 5 billion investment company which will concentrate on international Europe.

Murdoch's New Corporation believes that the coming single European market in 1992 is creating large investment opportunities in media organizations and predicts rapid growth. New Corporation's Chairman, Richard Scarby says the assets of many media companies in Europe are currently undervalued compared with those in the US.

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Roedy To Introduce New Shows
by Cynthia Langley

London - While videos will continue to make up 95% of MTV Europe's output, the channel's new Managing Director Bill Roedy says that more diversified programming is also to be introduced.

"We took this decision following the success of 'Kojo', MTV At The Movies and 'Re: Note Control'. Our first new artist is a comic, fast-moving show which will premiere in a month's time. Roedy also stresses MTV's "increasing commitment to humanitarian issues". Following the channel's successful Rock Against Drugs campaign, the next issue to be tackled will be the environment.

Promoting talent will remain a priority, says Roedy. "The music industry continuously shows its confidence in us by giving us exclusives. We were, for example, given the premiere of Madonna's new video.'

Roedy does not believe that leaving a European channel and being an American will stand against him. "I have lived in Italy for four years and feel sensitive to the European market. What's more, less than 10% of our stuff is American.

Sky Claims Cable Lead
by Jon Henry

Sky Radio, the pan-European 24-hour MOR station, has more Dutch listeners after five months on air than its older competitors, Cable One and Radio 3, according to a survey commissioned by Sky.

In areas of Holland where all three stations can be received, the survey says Sky has a 10% daily audience share compared to Cable One's 5.5% and Radio 3's 3.3%. In Scandinavia, Sky's share is 12%. The average listener also spends longer tuned into Sky.

Toni Lathouwers, Sky Radio's Operations Manager: "These figures are proud evidence that Sky is on the right track, especially since we've been on air for five months. Cable One has been on for more than a year. Cable One has just had a similar survey done and hope we get to see their results."
Trade Figures Up 16%

Trade deliveries from the UK record industry in 1988 were worth £779.5 million. LP deliveries dropped only 4% to 50.2 million, despite the growth of CDs and the continued market growth for 45s and 7" EPs. Demand for singles fell by 5% to 60.1 million units, including two million CD singles.

AIRC Demands Copyright & Piracy Laws

The Association Of Independent Record Contractors (AIRC) has asked the UK government to include legislation against payment for record piracy in the new Broadcasting Act, due to become law late this year. The AIRC successfully negotiated a one-year experimental period against payment for record piracy with UK rights collection society PPL last year. Now AIRC Director Brian興趣ed to see this backed by legislation in the Broadcasting Bill. The AIRC believes that Copyright Act needs to be amended to make sure payment limits are no longer determined by the record companies.

Pickwick & PolyGram Deal

The Pickwick Group has signed a deal with PolyGram UK under which it will release, for the first time, PolyGram repertoire on low-priced CDs. The agreement covers a wide range of product including Tom Jones, Roger Whittaker, David Bowie, Dusty Springfield and Elgar Hump德ich as well as classical material from Decca, DG and Philips.

Viv Schlossberg, Pickwick’s Chief Executive, “We’re working closely with PolyGram for 13 years and sold in excess of 22 million records and tapes. The launch of PolyGram material on CD extends an already successful partnership.”

Meanwhile Pickwick has announced pre-tax profits of £3.3 million for the year to 31 December 1987. This was up 16% on the previous year, turnover increased by approximately 22.5% to £31 million and profits were £4 million.

Radio Caroline’s US Fund Raiser ‘A Con Man’

Radio Caroline’s fund raiser and financial expert in the US, who raised over US$1.5 million to back the station in its last 20 years’ in the US, has been convicted of tax evasion, has been convicted of fraud and faces up to 35 years in jail.

James Ryan, described in a Pennsylvania court as “the top 90 of the last 20 years” was charged with fraud and perjury in connection with Radio Caroline’s relaunch. He has been held in US prison for several US business people backing the station with tales of advertising deals worth US$100 million with US record companies. The court was told Ryan opened at least 27 bank accounts.

Meanwhile, to celebrate its 25th anniversary later this year, Radio Caroline is hoping to get started FM transmitters. This will only be possible if 30.1 million people support the new FM. The only time Carlyle (Cayolle) was on the air in 1970 was when the station used the Radio Noordzee ship, Mebo 2.

Radio Caroline

The station’s pianist, cherry-lemon, Jerry Hartrick, will release the Heart of Hallelujah Single on Decca in May. Moscow’s Ministry Of Foreign Affairs recently to release the English album for Grease. The album includes dance hits such as ‘Grease’. It is due in the German charts on 15 June.

And The Silencers are donating their services to celebrate the 25th birthday of Radio Caroline. The group will support the station in its “final days” of existence by playing a set of their own material.

Changes At Radio MI

Milan - the city’s oldest and only real private rock station, Radio MI, is to change its name and format in the next month. It will be called Radio Arabella and music programming will feature schlager.

On February 7 the station began using pre-taped music after five years, ending the programming concept of what was once Milan’s most successful radio station.

The station is owned in equal shares by Ferrando Entertain (Radio Spot Advertising Agency), Jan Michael Meinecke (Kulturwelle) and Oskar Gisemann (Radiomondo). The station is controlled by the,n. Munich: the city’s oldest and only real private rock station, Radio MI, is to change its name and format in the next month. It will be called Radio Arabella and music programming will feature schlager.

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- Music TV In The 90’s
- The Indications Of Syndication
- Sponsorship, Product & Artist - Who Promotes Whom
- The Artists Panel
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- Can European Copyright Legislation Be Harmonized
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FRANCE

Media Control Changes Announced

by Emmanuel Legend

Paris - Changes to the Media Control radio panel, which establishes airplay on radio stations in France, have sparked an angry response.

Like its predecessor, the new FM panel measures airplay on 18 stations or networks. However, four stations have been dropped: Radio Service and Radio Star in Marseille, Rockin' Chair in Nancy and Radio Septentrion in Cambrai. These have been replaced by national network Europe 2, Bordeaux's new leader Wit FM, Meca's regional FM network Radio L and Vitamins in Toulon.

A new balance has also been established between the most popular FM network NRJ, the national networks and the local stations. According to the AM station weightings, NRJ now represents 21.66% (previously 20.31%), the national networks 43.33% (35.59%) and the local stations 35% (44.52%).

AM station weightings have also changed: RTL (40%), Europe 1 (22%), RMC (15%), France Inter (14%) and Sud Radio 9%. Media Control will introduce an additional balance by taking into account the hourly listeners' ratings.

All changes will be effective before the end of March. According to the new leader Wit FM, Meca's regional FM network Radio L and Vitamins, this is in order "to stick to the reality of the market". According to one music industry executive, all the changes are geared towards making Media Control more in tune with audience figures. The survey has taken into consideration new radio stations that have an important increase in ratings and gives a better balance between NRJ, national FM networks and local FM stations.

For Philippe Desindes, Marketing Manager at BMG: "As long as Media Control was just a qualitative tool reflecting airplay it was all right, but it tends to be more and more a promotional and commercial tool, and there lies the danger." Fears that the changes might lead to more representation of top 50 product led to a wave of protest from small labels and independent producers. A spokesperson for the producers: "It's inconceivable that operational decisions such as these can be taken without the effective participation of French independent producers."

FM promotion managers of some 20 French and international labels gathered on March 3 to discuss action against the decisions. Alternatives to the Media Control survey, such as Le Balle tin, are being pushed.

Death Threats For Allah Singer

Following the controversy caused by the Salman Rushdie novel 'The Satanic Verses', French singer Veronique Sanson has stopped performing her hit Allah after receiving death threats.

The threats also concerned the Paris venue Olympia, where Sanson is appearing throughout March. Allah, from the WEA album Moi Le Venin, is still available in record shops and is being played on radio. The song is considered blasphemous by some followers of Islam, but Sanson says it is an attack against religious intolerance and fanaticism, and not the religion itself.

Death Threats For Allah Singer

Serra Wins Caesar

Eric Serra has been awarded a César, the French equivalent of the US Oscar, for his soundtrack to the film 'Le Grand Bleu'. The album, which was released by Virgin, has been in Music & Media's Top 100 Albums chart for 34 weeks and peaked at no. 8.

Berlusconi To Buy Into TFI?

The long running 'Les Enfants Du Rock' on Antenne 2 was taken off last August while its offshoot, 'Planete Rock', was moved from a weekly Saturday slot to a monthly show on Italy's VideoMusic (Music & Media issue 8). But now the show returns to its home base in France on Canal Plus.

The new series goes out for 30 minutes each Sunday afternoon and runs until the end of June; ZZ Top and Johnny Clegg are among those scheduled to appear.

TV Rock Shows Return

Two pop favourites return to French TV screens this month, 'Rapido' and 'Les Enfants Du Rock'. Presented by Antoine De Caunes and produced by NBBC Productions, 'Rapido' was originally broadcast by private channel TFI. When TFI dropped 'Rapido' last summer, it resurfaced on the BBC in the UK and on Italy's VideoMusic (Music & Media issue 8). But now the show returns to its home base in France on Canal Plus.

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Media Control France

From the airplay aggregators provided by Media Control France. For more info please contact Media Control France 29 Blv Tudor 61000 Serra Los Angeles (Tel) (714)364-5666.

Radio FM

1. The Flamingo - My Life
2. Mylene Farmer - Les Enfants
3. Jeanne Mas - Fais-Moi Peur
4. Laurent Vassy - On My Love
5. Radio Rock - Free Time
6. Eros - Almost Over
7. Mika Valli - Don't Forget Your Number
8. Elisane Dutra - Une Heure Blanche
9. Phil Collins - You And Me
10. Afifi - You Are The One
11. Black Boys - Paris
12. Black Boys - Moscow
13. Black Boys - Antilles
14. Emeline Michel - Tu Etais Mon Amour
15. Tiltby - RadioRomane
16. Carolee Legrand - Chante Ma Vie
17. Veronique Sanson - Aller
18. Boney M - Kini
19. Sam Brown - Happy
20. Ericc Wess - New

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Music & Media - March 18, 1990
Now that this year’s San Remo Song Festival is well under way, the major radio networks are back at base and counting the costs of their scoops and successes.

The Radio Deejay network staged theProcesses according to Public Relations Manager Umberto La Buzzetta. “Every year we interview the radio stations’ major stars and we did too. We also interviewed them for Radio Deejay programmes.” We created a ‘festival after the festival’ with our nightly shows at the Na- tilla Discoteca.”

Radio Deejay took over the disco during the Festival with Ditte Jovonatti and Claudio Cucchetto leading the way. Roadchef and Boy George performed live and were joined by little Steven and Simply Red. “Roadchef has to be seen to be believed,” says Ditte. “Our initia- tive was a first for San Remo and people wafted from midnight to 07.00 hours just to try and get in.”

Milan-based RETE 105 was delighted with its results and pub- licising interviews with interna- tional stars. Adriano Aragoni, did a good job. Only EMI would not comment on the event because of a press blackout. This is apparently because of a pre-Festival newspaper article in which a company spokesman was critical of the organisers.

Dimessione Grammex Exclusive

San Remo Remo On The Road

ELM private Radio Dimessione Grammex strongly agreed because it was broadcast by Dimessione Grammex on the 1988 Grammy Award. Those from the New York Show 1 film the programmes included two preview shots hosted by Richard Marx, plus the award ceremony itself. The first show was broadcast in English but the last two were translated directly into Italian. This is the second year that the network has covered the event.

San Remo Tour On The Road

Eleven artists from the ‘ضم- on’ section of this year’s San Remo Festival have confirmed that they will also be included as part of the ‘festival after the festival’ on Dimessione Grammex. Among those who could not make it were Gino Paoli, Marilyn Tarrot and Enrico Pescvet. Tino Sehgal of the Italian television who said in Italy because of work commitments. Jovonatti was unable to make the trip, because of military service in Italy. And a fear of flying stopped her from making it. She is the second artist to accept participation.

Sony Plays the Future

Sony has opened its first manu- facturing plant in Italy in a move aimed at increasing its produc- tion facilities in Europe. The plant, at Rovereto in northern Italy, is the company’s first CD manufacturing plant. Daily capacity will be 12,000 CDs and the annual manufacturing capacity is set at a million for 1990. Hans Van Luit, Deputy Managing Director at the Centre: “CD-volume singles will stay the traditional 7” and 12” sin- gles in the near future.”

Music Ambassador

Genoa - The first Christopher Columbus Premiere was awarded to Domenico Modugno at this year’s San Remo Festival. Montagno, a music veteran, wrote and sang successful songs. Mario Adinno and Dino Come Ti Amo. The Christopher Columbus award is given to italian artists who are world ambassadors for Italian music.

Duela Gualtieri - A Woman Of Principle

Duela Gualtieri is a woman of principle. Unhappy with the criti- cism for new looks and hair, she withdrew from the music scene for a couple of years. But now she has returned with the album Blue Note (Blue Night), her first for the Durium label. Since 1978 she has had the chance, as a member of the famous Italian band Pooh. Cazzano produced her first album. But at the concert at the concer- ts once again for Blue Note. The LP was recorded in Milan’s Morning Studio, which is owned by Pooh. Gualtieri wrote for the album’s eight songs and shares the credits for the lyrics with Miki Perro, Valerio Negrini and Adelio Cogliati. Blue Note is a long way from jazz but it does offer a nocturnal feel that is ideal for late night listening. Arranger Digo Michelon has left ample space for the contributing musicians and there are some expec- tational moments from sax players Claudio Pascali and Adelio Cogliati, plus trumpeter Demo Moriasi.

Silent is flying High

EMI Bossa is putting all its promotional weight behind the debut LP by Dutch disco singer Selena. The album is called Time Bomb and will be released shortly throughout Europe, along with the single. “EMI staff throughout Eu- rope are very enthusiastic about Selena’s material,” says Dick Van Vliet, International Co-Ordinator for EMI’s Dutch product. “The first album is a mix of dance and soul, with a little funk and a touch of pop. The new single, which was mixed by top UK producer Ian Levine (Pet Shop Boys, Kim Wilde) in London, has already been released in Finland and is scheduled to come out in West Germany and the UK by the end of March. Other European coun- tries will follow.”

Selena was signed to EMI over two years ago as an artist. Her high-energy vocals and sultry good looks were the main reason for selecting the Arn- hem songwriter and producer Marco Rossen and Nico Ver- veer. "Selena, has already been on an international tour and performed at the DJ mixing championships in London.”
Sweden Only For 'Radio Skap'

Thomas Helming - Punch & Power

by Gary Smith

in Denmark (100,000 copies) Helming has also just won the title Best Danish Male Singer in the first Danish industry awards.

Since his debut LP in 1985, Helming has continued to build a reputation for his music and has become a star in his home country of Denmark. His music is a mix of pop, rock, and folk, and he has collaborated with many famous artists.

Helming's music has been featured in many films and television shows, and he has also toured extensively around the world. His concerts are known for their high energy and his ability to engage with his audience.

In addition to his music career, Helming is also involved in humanitarian work and has been a vocal supporter of various causes, such as environmental issues and education.

The Ongoing

Simple Red

by Bee Gees

Red, written by Bee Gees for their album " Saturday Night Fever," is one of their most famous songs. It features the distinct vocal harmonies and lush instrumentation that are characteristic of their music.

The song has been covered by many artists and has been featured in several movies and television shows. It has also been used in commercials and advertisements, further cementing its place in pop music history.

The band was known for their infectious melodies, harmonies, and dance floor appeal, and "Simple Red" is a great example of their signature sound.

The Touring

Santana's 'Funk Inc.'

by Jeff Healey

Jeff Healey is a Canadian blues guitarist known for his energetic and dynamic performances. His music combines traditional blues with rock and funk influences, making him a popular figure in the blues community.

Healey's style is characterized by his virtuoso playing and his ability to engage with his audience. He has toured extensively throughout North America and Europe, building a dedicated following along the way.

His music is a blend of rock, blues, and funk, and he has released several albums that showcase his talents as a guitarist, songwriter, and vocalist.

The Community

Gary Moore

Gary Moore was an Irish blues guitarist who was known for his guitar virtuosity and soulful style. He was a prolific musician who released several albums throughout his career.

Moore's music was characterized by his fast picking and his ability to play in a variety of styles, including blues, rock, and jazz.

He was a significant influence on many young guitarists, and his music continues to inspire and influence musicians today.
FOR THE EYES OF THE WORLD

MIP-TV 89

PALAIS DES FESTIVALS - CANNES

APRIL 21-26 1989

PREVIEWS

SINGLES

SINGLE OF THE WEEK

Roxette

The Look - Parlophone

Marie Fredriksson and Per Gessle, otherwise known as Roxette, are widely tipped as the new ABBA. Time will tell if they manage to be as productive as the legendary Swedes, but this tense, atmospheric Beatle-esque song definitely marks a step in the right direction. Without doubt one of its most attractive features is the subtle vocal harmonising in the chorus. At press time this second single is top 20 in the US.

Deacon Blue

Wages Day - CBS

Classical, sophisticated pop by a band who look set to be around for a long time. A beautifully constructed number.

Toni Childs

Zimbabwe - A&M

Hypnotic and ethereal material from the Union LP that combines a seductive keyboard riff, haunting vocals and driving percussion.

Boy George

Don't Take My Mind On A Trip - Virgin

This is offbeat disco with a loose arrangement, produced and written by Gene Griffin.

Fishbone

Ma And Pa - Epic

Interesting, exciting and highly original, although slightly echoing the early Bowie. A treat.

The Wonder Stuff

Who Wants To Be The Jazz Dog? - Polydor

A frantic, energetic piece of pop satire from this excellent band. Their light-hearted songs are becoming better and better and it is only a matter of time before they have a major hit.

Paul Carrack

Don't Shed A Tear - Chrysalis

This is an infectious, PM pop song from the lead vocalist with Mike & The Mechanics. Produced by Christopher Neil and remixed by Tom Lord Alge.

The Jersey Days

Brand New Toy - Polydor

Pop rock from Hamburg in a Deacon Blue vein. Keyboards and driving guitars underpin inspired lead vocals.

Noiseworks

Touch - Epic

A powerful, passionate and memorable rock song in the best U2 tradition from these talented Australians.

Monie Love

Can Do The 'C' Colebrooke - Island

British rap of the very highest quality. A well-constructed back-up with a strong dance groove.

Roachford

Family Man - CBS

This artist is finally getting the potential his from his self-titled debut album.

Tanita Tikaram

World Outside Your Window - WEA

The fourth track taken from Animal is yet another catchy tune. Similar to Good Tradition.

The Muti Coloured Shades

Ranchero - Virgin

Mehdiatnic pop rock from West Germany with a distinct '80s flavour. This is an album of commercially arranged songs featuring Eddie Wagner's distinctive voice. Best moments include Live My Life and Wonderful.

Anne Haigis

Indigo - EMI

A mature album from this talented West German rock singer. With her emotional voice she holds a delicate balance between sadness and happiness and there is a colourful interplay between vocals, guitar and keyboards.

Anne Tillys, Kind Der Sterne, Nu

Finn Tigre - and the current single

I Got It Goin' On.

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to this, a radio station in New York gave copies of 'The Satanic Verses' to the first 102 listeners (their frequency is 88.3) who responded with 88 letters and 12 tapes. Several other US stations smash ed its records on air. Meanwhile, the Sunday Times, which had previously been highly critical of Rushdie, has decided to stop performing her hit Allah (see page 10).

CBS Germany has just released an album by Senta Berger. The lyrics were written by Elke Heidenreich, a well-known German journalist. Thomas Anders, who used to be a Modern Talking along with Dieter Bohlen, is currently in a Kent studio recording his first solo LP for Teldec, to be released in August. The first single will see light at the end of April. The 'Regentenplatz', held for the sixth time in Amsterdam, was a huge success. The organising team's intention was to show new movements in the music scene and nearly 3000 avant-gardists witnessed gigs by bands including Meat Beat Manifesto, Prong and Humanoids. A&M is currently busy preparing to launch the new Janet Jackson LP, which will be out on May 30. Jimmy Jam and Jerry Lewis were behind the knobs.

Stock, Aiken & Waterman continue their incredible domination of the UK charts. With Jason Donovan at no. 1, the trio has 13 records in the top 20. The other artists are: Bananarama, Donna Summer, Reynolds Girls and Rick Astley.

Dutch house music is heating up and a live album to be released in September. The band are currently on a huge European tour. Transvision Vamp’s new LP was produced by Zeph B. Held. The first single, to be released shortly, will be Baby I Don’t Care.

The new Cult LP is expected on April 10. The piece is called Sonic Temple and was produced by Bob Rock of Bon Jovi fame.

Diana Mius

**MEDIA**

EUROCHART - EUROPEAN Hot 100

**SINGLES**

1. You Got It
2. She Drives Me Crazy
3. Something’s Gottten Hold Of My Heart
4. Four Letter Word
5. Love Train
6. Twist In My Sobriety
7. I Don’t Want A Lover
8. The Way To Your Heart
9. Nothing Has Been Proved
10. Two Hearts

**ALBUMS**

1. Take Me To Your Heart
2. The Living Years
3. It’s Only Love
4. The Living Years
5. The First Time
6. The Bee Gees
7. Leave Me Alone
8. By Request
9. Leave Me Alone
10. Take Me To Your Heart

**EUROPEAN Top 100**

- **TITLE**
- **ARTIST**
- **LABEL**
- **AIRPLAY**

**MUSIC & MEDIA** - March 18, 1989

American RadioHistory.com
D-Shake

Tune In (Tora-Holland). Contact: Bouidique/ Laurens Monier (tel: 31.20 260311/fax: 276310)
Franic, entertaining and well constructed dance music. A strong vocal line holds it all together. Licence available for the world except the Benelux and GAS and sub-publishing free except for the Benelux.

Andy Pavlak

Secrets (Fontana-UK). Contact: Phonogram/ San Thome (tel: 41.4082355)
A sparkling new talent from the northeast of England who writes songs in a classic mould. There may be some licences available depending on affiliates.

Otomix-Zen

Lu Do Cluchatala (Oen Disco/Span). Contact: TeddySound/Teresa Alfonso/La De Ciuchelada (Don Disco/Spain). Contact: Polygram Records Sweden. Tel: 31-20 662 84 83/Call: Sarah Wells

A slice of prime Spanish funk with an unmistakable house influence. Licence and sub-publishing available for the world except Japan, France and Spain.

Terry Leigh

Everybody Can't Win (Swemix/Sweden). Contact: Amnesty Music-Murders Moros/ tel: 46 3 482020/fax: 303086
Yet more proof that Swemix have plenty of talent to draw on. Not only are they a great re- mix company, they can also create pop songs. Licence and sub-publishing available outside Scandinavia.

Etta Scollo

L'Era (EMG/Australia). Contact: AmCharm/Regina Petersen (tel: 222 599999/fax: 593336)
This lively and exciting Italian singer has produced a string of good records and this is one of them. Sub-publishing free except for Austria and some licences available.

Monika

The Guy I Adore (HR in E/France). Contact: Acast/Martine Posovac/ tel: 31.21 4360924/fax: 4360521
A classy soul/funk song featuring a fine vocal performance by Monika Calhoun on a well-produced record. Licence and sub-publishing free for Europe except France.

Triple Element

What's That Sound? (Sage/U.K). Contact: Sagen/Steven Ashen/ tel: 44.1.4902010/fax: 2503816
Proof that UK rap is going places after being the poor relation of American counterparts. Bits of 'Apache' and 'Twilight Zone' are mixed in to good effect. Licence and sub-publishing available in Scandinavia.

A NEW MUSIC & MEDIA INFO SERVICE FOR ACTIVE TALENT TRACKS.
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Things are certainly starting to heat up for Moses P whose excellent single Twilight Zone (featured on Talent Tracks cassette no. 68) has entered the West German top 50. The song is a personal triumph for this singer, songwriter and studio technician and yet another hit for Mike Heisel's Logic Studios in Frankfurt. They have had major European hits with Where Are You by 16 Bit and O.P.'s Electric Salsa and are widely credited with being highly influential on the European dance scene. So far the record has sold 40000 copies in West Germany and since being released last December, on the independent Logic label, it has been taken up by BMG's Arista in France, Arista in the UK and Vertetta, the A&M dance label for the US. Moses is now doing a short tour of West Germany with The Fat Boys.

My Bloody Valentine are reported to be furious with Lazy Records over the release of Eعنphy And Wine. The group have issued a statement saying, "This album is a demonstration of Lazy Records' cash in on the band's current success by releasing material we recorded a long time ago." They are urging fans not to buy the LP as it has "nothing to do with the band's present aims". Despite this fact, the LP shoots in at no. 2 this week.

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MUSCLE & MEDIA - March 18, 1990

EvaTs WEEKS

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The release of the new Madonna album, 'Like A Prayer', marks WEA's biggest marketing and promotional effort to date. WEA's USS 2 million campaign to launch the LP was preceded by Pepsi's remarkable teaser that culminated in the world premiere of the title track on March 3.

adonna's first studio LP in three years has been accompanied by a thick veil of secrecy and confusion. Although nobody was allowed to hear - let alone broadcast - either the single or the album before the official release date, Spain's nationwide network SER managed to play three tracks of the LP on March 2.

Further confusion was caused in the UK when MTV played the full-length Pepsi TV commercial on March 2 at 1600 hours before London's TV channel LWT, who were promised the exclusive screening at 2000 hours the same day.

The secrecy of the 'Prayer' operation is illustrated by the caution the Dutch WEA company employed when giving public broadcaster Veronica the pre-release copy.

Pepsi spots from the Dutch TV broadcast at 17.30 hours and frequently played the two-minute excerpt of the song. Meanwhile, WEA is launching a full range of promotion items that will be combined with merchandising, press and in-store campaigns. The Herb Ritts shot on the back of the album (see picture below) will be featured on posters in three sizes while the al-

THE MADONNA RELEASE

The Media Scramble For 'Like A Prayer'

by Margalit Rakir

The inner sleeve of 'Like A Prayer'

The LP cover (photo: Herb Ritts)

Peter S. Stromquist
Managing Director

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**EXPLOSIVES CHART BUSTERS**
Explosives features the major new releases by established and new artists. It includes recent releases still in need of support on European radio.

**SINGLES OF THE WEEK**
Vital for your play list.
- Roxette - The Look *(Parlophone)*
- Deacon Blue - Wages Day *(CBS)*
- Roachford - Family Man *(CBS)*
- Toni Childs - Zimbabwe *(A&M)*

**SURE HITS**
Tanita Tikaram - World Outside Your Window *(WEA)*
Boy George - I Don't Take My Mind On A Trip *(Virgin)*
Paul Carrack - Don't Shed A Tear *(Chrysalis)*
Monie Love - I Can Do This *(Cookempo)*

**EURO-CROSSOVERS**
The Jeremy Days - Brand New Toy *(Polydor)*

**EMERGING TALENT**
Dare - Nothing Is Stronger Than Love *(A&M)*
The Wonder Stuff - Who Wants To Be The Disco King *(Polydor)*
Fishbone - Ma And Pa *(Epic)*
Noiseworks - Touch *(Epic)*

**ENCORE**
Former M&M tips still in need of your support.
- Matt Bianco - Nervous *(WEA)*
- Jesus Jones - Info Freaky *(Food)*
- The Darling Buds - Pro Sad (LP) *(Epic)*
- King Swamp - I'm Too Young *(Vign)*
- Howard Jones - Everlasting Love *(WEA)*
- Jeanne Mas - Les Choses De L'Amour (LP) *(Polythene)*
- Cowboy Junkies - The Trinity Session (LP) *(RCA/BPI)*

**ALBUMS OF THE WEEK**
Bruce Cockburn - Big Circumstance *(Parlophone)*
- The Multi Coloured Shades - Ranchero *(Virgin)*
- Anne Haigis - Indigo *(EMI)*
B.B. & The Legendary Hearts - B.B. & The Legendary Hearts *(Epic)*
- Viktor Lazlo - Hot & Soul *(Polydor)*
- Doro & Warlock - Force Majeure *(Polygram)*
- Robyn Hitchcock 'N The Egyptians - Queen Elvis *(A&M)*
- Tone Loc - Looted After Dark *(Island)*

**FAST MOVERS**
Chart Busters is a quick reference to this week's Hot 100 Singles/Albums and the European Top 50 charts. Chart positions are indicated where appropriate.

**CHART ENTRIES**
- **Airplay Top 50**
  - Traveling Wilburys - End Of The Line (29) *(Wilbur)*
  - Bananarama - Help (24) *(London)*
  - Donna Summer - The Time (27) *(Warner Brothers)*
  - Samantha Fox - I Only Wanna Be With You (29) *(Empire)*
  - Jeanne Mas - J'Aime Be (19) *(EMI)*
- **Hot 100 Singles**
  - Tiffany - Radio Romance (73) *(MCA)*
  - Love Moore - Et Je Danse (77) *(Telem)*
- **Top 100 Albums**
  - Tanita Tikaram - World Outside Your Window (25) *(WEA)*
  - Simply Red - A New Flame (1-2) *(WEA)*
- **ENCORE**
  - Breaking Out On European Radio
  - Reynolds Girls - I'd Rather Jack *(EMI)*
  - Pauline Abdul - Straight Up *(Parlophone)*
  - The Nits - The Train *(CBS)*

**OP5 ADDS**
- Breaking Out On European Radio

**THE WORKS**
- INCLUDES THE SINGLES ‘ONE STEP AHEAD’ & ‘ELISABETH’S EYES’

**ON TOUR WITH ELTON JOHN**

**MARCH**
- Lyon
- Paris - Bercy
- Paris - Bercy
- Paris - Bercy
- Paris - Bercy
- Brussels - Forest National
- Brussels - Forest National

**APRIL**
- Dusseldorf - Phillipshalle
- Kiel - Osterhalle
- Berlin - Deutschlandhalle
- Hamburg - Sportballe
- Copenhagen - Valbyhalle
- Stockholm - The Globe
- Oslo - Drammehalle

**MAY**
- Vienna - Stadthalle
- Vienna - Stadthalle
- Munich
- Zurich - Hallen Stadium
- Zurich - Hallen Stadium