

Eiseman Named GPM Of Motown Pubs

HOLLYWOOD — Reflecting the continuing expansion program of Motown's music complex, Herb Eiseman has been appointed general professional manager of Jobete (BMI) and Stein and Van Stock (ASCAP). Robert L. Gordy, vice president of the publishing enterprises, said "our worldwide operations and special arrangements with other publishers are ever-increasing, and a man of Eiseman's experience and capabilities will be of tremendous help in creating and implementing our plans."

It's expected that Eiseman will be deeply involved in the publishing companies participation in motion picture television scoring.

Formerly a vice president of BMI-west coast, Eiseman previously was general manager of Frank Loesser's publishing companies. Earlier, he was

an agent for MCA's Motion Picture Music Department.

Eiseman will headquarter in Hollywood, but will supervise expanded activity throughout the country.



Dale Heads Sales, Dist. At Certron

NASHVILLE — Herb Dale has been appointed director of national sales and distribution for Certron Corporation Music Division, reports Aubrey Mayhew, president. Dale will be responsible for guiding, directing and supervising all sales, merchandising and distribution activities for Certron's company-owned branches and network of independent distribution.

Dale comes to Certron from Columbia Records, where he was regional manager for the label's mid-west division. Before moving to the mid-west, he was Columbia's district manager in San Francisco. While at Columbia, he initiated sales and merchandising programs that were adopted on a national basis.

Prior to joining Columbia, Dale headed Dale Enterprises, Inc., a Boston-based independent record distributor. Beginning his music industry career in 1952, after graduating from the Schillinger School of Music in Boston, he held exec positions with the Capitol and Warner Brothers labels in the Northeast.

Dale will base at Certron's Music Division executive headquarters in Nashville.

Garcia Tops A&M Press

HOLLYWOOD — A&M Records has named Bob Garcia as director of publicity, a post that has been vacant for the past few months. Until his recent appointment, Garcia had been handling publicity for the firm's burgeoning roster of rock and contemporary acts.

According to vice president Gil Friesen, the label's director of administration and creative services, Garcia will be in charge of all corporate and artist publicity, including providing information on the company, its artists and products to television, radio, magazines and newspapers. The publicity office will also help coordinate writing activities within the company with regard to product and promotion.

A graduate of Indiana and Columbia Universities (BA in Journalism, MA in Communications), Garcia worked for various publications and companies before entering the underground scene as theatre and music critic for the L.A. Free Press.

Dale Hawkins IAP Pres

HOUSTON, TEXAS — Dale Hawkins has been appointed president of International Artists Producing Corp., a Houston, Texas record company. Hawkins, a former artist, song writer ("Susie Q"), and producer, takes over from B.J. Dillard, who has been elected as group veep of Data Industries Corp. of Texas.

Gowan GRT Group Admn V.P.

NEW YORK — The newly-formed GRT Record Group has announced the appointment of Joe Gowan as vice president in charge of administration, reports Len Levy, president. Gowan, who will report directly to president Len Levy, will be responsible for the administrative supervision of all of the GRT Record Group's labels (The Chess Group, Janus, Neptune and GRT).

Most recently, Gowan was vice president in charge of administration for Chess Records, where he was responsible for artist and repertoire, accounting, publicity, production, warehousing and shipping as well as the operation of Termar Recording Studios. Prior to joining Chess this past January, he was director of administration for Metromedia Records, where he worked with Levy during the successful creation of that label. Gowan also worked with Levy at CBS Records where he was director of accounting services for four years.



RCA Names LaPatin NY Field Promo Rep

NEW YORK — RCA Records has appointed Nat LaPatin to the post of New York field promotion representative. Reporting to Frank O'Donnell, manager, sales and promotion for the eastern district, LaPatin is responsible for radio airplay of RCA product in the New York area as well as radio and television promotion of artists when they visit the same region.

LaPatin returns to promoting RCA Records, a post he held two and half years ago. Since then, LaPatin has operated as regional promotion manager for M.G.M. Records, handling promotion for all territory east of the Mississippi. Before being transferred to New York, he handled promotion in the Washington-Baltimore-Virginia territory for RCA Records for eighteen months, and the same territory before that for four years for Warner Bros.

LaMarr, Dolt Expansion

NEW YORK — Charles LaMarr and Dolat, Inc., consisting of the Chambers Bros. and Hog, officially opened expanded offices in New York last week at 1697 Broadway, Suite 1404. Offices house management, publishing and concert units.

Tim Lane To Prophecy As Sales & Promo Dir.

HOLLYWOOD — Tim Lane, former Atlantic Records assistant director of LP sales and marketing, is moving west to join newly-formed Prophecy Records as national director of sales and promo.

In addition to Lane's sales/promo duties, he will also head a merchandising department that will also create merchandising ideas of its own which will be submitted to and coordinated with Bell Records, the label that distributes Prophecy. He reports to Mickey Shapiro, Prophecy president.

Lane, who will work with Bruce Hinton, Bell's coordinator on the west coast, said that "traditional merchandising thinking in the record industry is a thing of the past. Most displays get shoved into the back room of the retail store or never get out of the distributors warehouse."

"Labels today, in order to merchandise effectively, and make whatever you do effective, must come up with a new and interesting concept. We are in the midst of a whole new culture and routine displays just don't make it anymore."

As an example of the type of creative merchandising Lane sees for Prophecy, he cited the "Led Zeppelin Balloon" hanging display which was merchandised at Atlantic under Lane's direction.

"It was unique and unusual. Everyone wanted one to hang in their store. That's the kind of thing you need. Something everyone will ask for — not something you've got to convince them to take."

Lane, who assumes his duties this week (18) to coincide with the release of "Black Pearl 'Live'" entered the record business in 1958 with Decca in its east coast sales and promo department. In 1962, he began a five year association with Liberty covering sales and promo on the east coast and then joined Atlantic in 1967.



Starday-King Realigns New York Operations

NASHVILLE — Starday-King president, Hal Neeley, has announced the appointment of Bud Scott as eastern regional manager with offices at 477 Madison Avenue. Mike Kelly will assume promotional marketing responsibilities. The Starday-King publishing operation will remain at 211 West 53rd Street under the direction of Henry Glover, vice president and general manager.

Davies To Polydor

NEW YORK — Barbara Davies has been appointed director of A & R administration at Polydor Inc., New York, according to Jerry Schoenbaum, president.

Miss Davies was formerly executive secretary and administrative assistant to Dave Kapralik when he was with Epic Records. Most recently, she was director of east coast operations for Dae-dalus and (Sly) Stone Flower Productions, of which Kapralik is a principle.

Bob Spencer To Audio National

NEW YORK — Bob Spencer has been appointed national sales director of Audio National franchise division, a subsidiary of Music By Jupiter. Spencer, formerly Eastern regional manager of I.T.C.C., comes to National from the Capitol Record Dist. Corp.

Spencer's duties will include organizing and managing franchise sales and supervising district sales managers, reporting to Harold Chasen, president of Harmony House stores.



DISCIPLE'S PROGRESS — New group, the Disciple, are shown at the signing at Avco-Embassy Records with Hugo and Luigi. Seated are Hugo and Luigi shaking hands with the group's producer Michael Earle of Infinity, Group members, l. to r. are Chris Sheppard, Al Christopher, Dennis Lattman, Sandra Crespo, and John Oliver. Standing behind them (third from left) is John Apostol of Apostol Enterprise, the group's manager. Group has first single and album released in June.