Eiseman Named GPM

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 company’s participation in motion picture television scoring.

Formerly a vice president of BMI, west coast, Eiseman previously was general manager of Field Distributors’ publishing companies. Earlier, he was an agent for MCA’s Motion Picture Music Department.

Tim Lane To Program

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

In addition to Lane’s sales/promo duties, he will also direct the firm’s merchandising department that will also create merchandising ideas of its own which will be submitted to and coordinated with Bell Records, the label that Lane worked for, and eventually shoved 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 distribution warehouse. "Labels today, in order to merchandise effectively, and make whatever you do count productive, must come up with a new and interesting concept. We are working closely with the artist and the promotions department and routine displays just don’t make it anymore.”

An example of the type of creative merchandising Lane sees for Prophecy, he cited the “Laced 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 (10) to coincide with the release of “Black Pearl’s ‘Live’,” entered the record business in 1968 with Decca in its east coast sales and promo department. In 1969, he began a five-year association with Liberty covering sales and promo on the east coast and then joined Atlantic in 1970.

Of Motown Pubs

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 for administration for Chess Records, where he was responsible for artist and repertoire, accounting, publicity, production, warehousing and shipping. As the executive vice president of Terminus Recording Studios, 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.

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 exec sec with the international Polydor promotion manager, Dave Kapralik when he was with Epic Records. Most recently, she was director of east coast operations for Dudek and (Sly) Stone Flower Productions, of which Kapralik is a principal.

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 currently serves as intern director of franchise management of I.T.C.C., comes to National from the Capitol Record Dist. Corp. and was responsible for the sale of their records in theausal franchise field.

Garcia Tops A&M Press

HOLLYWOOD — A&M Records has named Bob Garcia as director of publicity, Avco-Embassy Records with Hugo and Luigi. Seated are Hugo and Luigi, shaking hands with the group’s producer Michael Earl of Infinion, Group members I. o. r. are Chris Sheppard, Al Christopher, Dennis Littman, 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.

RCA Names LaPatin

NY Field Promo Rep

NEW YORK — RCA Records has appointed Nat LaPatin to the post of New York field promotion representatives. 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 area.

LaPatin returns to promoting RCA Records, a post he held two 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.

Starday-King Realigned

New York Operations

NASHVILLE — Starday-King president, Hal Neeley, has announced the appointment of Bud Scott as eastern regional manager, who has been with Decca in Madison Avenue, Mike Kelly will assume the position of assistant regional manager in 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 Friehe, the label’s director of administrative and creative services, Garcia will be in charge of all corporate and artist publicity, public relations, advertising, promotion, sales and distribution.

Garcia was with Columbia Records in Los Angeles for the past few years.

Garcia was graduated from Indiana and Columbia Universities (BA in Journalism, MA in Communications). Garcia worked for various publications before entering the underground scene as a writer and music critic for the L.A. Free Press.

Dale Dawkins IAP Pres

HOUSTON, TEXAS — Dale Dawkins has been appointed president of International Artists Producing Corp., commonly known as IAP. Dawkins, a former artist, song writer (Sunset Q’s) and producer, takes over from B.J. Dillard, who has been elected as group veep of Data Industries Corp. of Texas.

DISCIPLE’S PROGRESS — New group, the Disciple, are shown at the signing ceremony with Avco-Embassy Records with Hugo and Luigi. Seated are Hugo and Luigi, shaking hands with the group’s producer Michael Earl of Infinion, Group members I. o. r. are Chris Sheppard, Al Christopher, Dennis Littman, 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.