



CARMEN GOLD ALL BY HIMSELF — Arista recording artist Eric Carmen was awarded a gold record for his single "All By Myself," in a presentation at the Nassau Coliseum date with America, before a crowd of 20,000. Shown here backstage after the performance are (from left to right) Eric's manager Stan Poses, David Carrico, Arista's vice president of promotion, Carmen, and Arista president Clive Davis.

Special Radio Program Aids Parsons Album Appeal

by J.B. Carmicle

LOS ANGELES — "The Alan Parsons Project," the musical interpretation of Edgar Allan Poe's works by English producer Alan Parsons and writer Eric Woolfson, has a unique feature. A one hour musical-narrative called "Tales Of Mystery And Imagination — Edgar Allan Poe" is being aired by some stations in an attempt to explain the album's approach to the 19th century poet's works. And not only FM stations are airing the program, but AM's as well. As reported in **Cash Box** two weeks ago, the album was screened by media and trade representatives in Los Angeles' Griffith Observatory at a laserium show set up by 20th.

Mitch Kampf, 20th Century Record representative in Denver, thought it would be a good idea to offer the same type of laserium presentation in his city, after viewing the initial show in L.A. As a result of Kampf's contact with KFML, an

AM free-form (no determined format) station in Denver, the program will be aired in a special broadcast on May 19.

Unusual Presentation

"When I visited Los Angeles for the show, I really didn't quite know what to expect. It was just an unusual way to present the album, with the light show, the music itself, and mostly the atmosphere. The idea of inviting the press to a laserium show for initial exposure would be more effective than just servicing the album to the radio station personnel, or just handing it to the retail store managers. It is a *different* album . . . and for this type of concept album . . . a certain type of exposure was necessary for people to really appreciate it."

Denver Show

Almost 125 people attended the Denver laserium show. Kampf mentioned that although not everyone could be invited to the presentation, representatives from radio stations, one-stops, retail outlets, even store personnel were there. And that in some instances, when the album was played while customers were shopping in retail stores, up to twenty-five copies were sold off in-store play alone.

Special Album

KFML's Craig Applequist was im-

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Lifesong Emphasizes Its Corporate, Family Ego

By Stephen Fuchs

LOS ANGELES — There is a very positive attitude demonstrated by Barry Gross and Marty Kupps of Lifesong Records. While both could easily steer a lot of attention onto themselves, their main frame of reference has to do with the family that the one-year-old Lifesong has come to represent.

Although the label itself is still in its infancy, the roots of this "labor of love" (as the logo offers) go back at least eight years to the days when Lifesong principals-to-be Terry Cashman and Tommy West were artist/producers at ABC-Dunhill where Gross and Kupps were national promotion men. One day says Barry Gross, Cashman and West brought in some tapes of an unknown artist who had been turned down by everybody else in town; it was his last shot. This time, however, the enthusiasm of Cashman and West was not lost on the listeners.

The young producers had known there was something worthwhile in those tracks, so they stuck to their opinions un-

til they found somebody who agreed. The rest of the Jim Croce story is history but, as it unfolded, the emotional impact must have certainly forged some sort of mystical bond among the four men who were so closely involved.

Some time later, after a first fling at independence with Mums Records, Barry and Marty found themselves at A&M where they produced under the handle of Gross-Kupps productions. Here again they got the opportunity to work with Cashman and West who soon brought another young performer into the picture, name of Henry Gross.

'Let's Start A Label'

Before long, Cashman and West "put their money where their mouth was," as Marty Kupps puts it, and said, "Let's start a label." Having grown accustomed to "all of the little idiosyncrasies," says Gross, he and Kupps felt very good about joining Cashman, West and their lawyer, Phil Kurnit, in putting together Lifesong Records.

Jim Croce's "Faces I've Been" album was Lifesong's first release. According to Gross, the decision to put that material out on the market was one that involved much personal struggle for both Cashman and West who, in addition to being Croce's producers, were also his closest friends. There was, of course, the mixed emotion of wanting Jim's work to continue, while the obvious slap in the face lingered also — the accusation of a callous scramble for profit in the wake of the artist's death. Cashman and West refused to release the album until two years after Croce had been taken.

Distribution Offers

Quite naturally, there were offers from several labels. Considerable amounts of dollars were offered for Lifesong to be distributed by the majors. At the last moment, when a deal had nearly been made, Lifesong decided to control its own destiny and deal with independents like themselves.

"After two years at A&M," explains Kupps, "we knew most of the distributors that we would be working with. We had a certain relationship with them and knew how to work within their framework. Considering the dollar offers, our decision to go independent may have been a chancey one, but it turned out to be the best thing that we could have done."

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CBS Purchases Shares

NEW YORK — The CBS board of directors has authorized company purchases of up to 250,000 shares of its common stock on the open market for the replacement of current treasury shares, as issued for shareholder-approved benefit plans and other corporate purposes.

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THE DON HARRISON BAND



IMPRESSIVE FIGURES — Warner Bros. board chairman and president Mo Ostin is shown presenting five Warners executives a chart graphically demonstrating the company's sales gains in first quarter of 1976. Ostin revealed that the company is experiencing sales almost twice those of last year's for the same quarter. Picture shows Tom Draper, vice president black music marketing; sales director Lou Dennis; vice president and director of national promotion Russ Thyret; Ed Rosenblatt, vice president and director of sales and promotion; Ostin and executive vice president and director of creative services Stan Cornyn sharing the glory.

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Kirshner's 'Rock Concert' Schedules Fourth Season

NEW YORK — The syndication of "Don Kirshner's New Rock Concert" will be assumed by Syndicast Services, Inc., a change from Viacom, effective in September for the 1976-77 season. The show has had three years of syndication throughout eighty percent of the country.

According to a spokesman for Kirshner, the new season will feature a revised format which will include a greater variety of guest stars, comedy performers and tributes to specific musical styles and stars. The show will continue, however, to place its main emphasis on music.

"Don Kirshner's Rock Concert" began three years ago with a broadcast featuring Mick Jagger and the Rolling Stones.

In addition, it has been announced that "Don Kirshner's New Rock Concert" will follow NBC's "Saturday Night Live" in both New York and Los Angeles on WNBC-TV and KNBC-TV respectively, starting in September.