



MARTELL HONORS MUNI — Scott Muni of New York radio station WNEW-FM was honored recently by the T.J. Martell Foundation For Leukemia and Cancer with its 1983 Humanitarian Award. The event raised nearly one million dollars for research. Pictured at the reception are (l-r): Floyd Ginert, chairman, Martell Foundation; Chris Wright, co-chairman, Chrysalis Group, and 1982 co-honoree; Joyce Bogart, West Coast dinner co-chairperson; Muni; Dr. James F. Holland, chairman, Neoplastic Diseases at Mount Sinai Hospital, and research director, T.J. Martell Foundation Laboratories; Terry Ellis, co-chairman, Chrysalis Group, and 1982 co-honoree; and Tony Martell, president, Martell Foundation.

'Marketing Agreement' Inked By Pickwick, Largo Music

by Michael Martinez

LOS ANGELES — The "marketing agreement" that pairs Pickwick rack services with Largo Music, another major rack jobber, will officially begin June 2, when all invoices for Largo Music accounts will carry the Pickwick name, according to Jim Moran, president of Pickwick racks.

The accompanying reorganization makes Largo Music founder Lawrence M. Goldberg senior vice president at Pickwick, joining the company's William A. Hall in a similar position. Goldberg will remain in the Columbus, Md. base that ser-

ved as headquarters when the company opened 10 years ago, while Hall will be based in the Burlingame, Calif., Pickwick office.

While Moran would not reveal dollar prospects for the improvement of Pickwick's business as result of the merger, he noted that Largo Music's \$33 million in annual sales would help the American Can subsidiary derive greater benefits in the sale of records and tapes.

Largo, considered the fourth largest U.S. rack — behind Pickwick, Lieberman and Handleman — maintains a strong sales record in overseas markets, particularly through U.S. Marine shops and other U.S. military stores.

Largo's accounts will join the Pickwick stable, which includes Zody's, Sears, Gemco, Penny's, Montgomery Ward's and Payless. Hall is slated to handle Pickwick and the new Largo accounts, from Hawaii to the Midwest, while Goldberg will handle the East Coast, European markets and activity in Chicago, Des Moines and Minneapolis.

"We're looking for added sales all the time," said Moran, "and this seems to represent that opportunity."

The new arrangement also represented an opportunity to reorganize the Pickwick rack management structure in the com-

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Twelve-Inch Discs Show Sales Gain Beyond Urban Markets

by Jim Bessman

NEW YORK — Sales of 12-inch disc product are starting to increase significantly outside the configuration's traditional urban market strongholds. A **Cash Box** retailer survey shows 12-inchers, primarily of the new music variety, have picked up heavily as a sales item in smaller markets, particularly in the last six months. Dealers credit the effect of cable music programming in stimulating new demand for the 12-inch product in their areas, as well as club and air play of the discs in some cases. They further expect to see continued sales action now that the major labels seem to be jumping in with both feet.

Most retailers cited the growing strength of new music 12-inch disc product, as opposed to the disco/R&B product that

dominated the configuration in the disco heyday. At the Durham, N.C. headquarters of the Record Bar chain, buyer and product manager Betsy Heady said that sales of R&B and new music 12-inchers were currently running 50-50, but that new music product showed greater potential. She said that new music 12-inch titles had increased in sales, especially in the chain's "non-urban" markets.

"We're seeing these sales increase in markets like LaGrange, Ga.; Terre Haute, Ind.; and Killeen, Texas, and the increase is largely due to customer awareness of the product through cable music programming such as MTV, the Atlanta video channel, HBO's *Video Jukebox*, *Nightflight* and *Radio 1990*," said Heady. "Rural markets now have access to rock videos and stores

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Blues Makes Big Comeback In Southern Radio Markets

by Harry Weinger

NEW YORK — Blues is experiencing a resurgence on radio in the South. Stations that have been committed to the black contemporary format are reporting a rediscovery of the older black audience that retreated from an onslaught of dance records.

At the core of this trend is Floyd Blackwell, program director of KRNB/Memphis. Black programmers and blues labels agree that Blackwell and his mandatory inclusion of at least one blues track per hour has spurred the return to radio of this traditional black music form. "I filled a void by playing the same stuff everyone else was playing, but including blues cuts," said Blackwell, "and we went to #1 in a year."

The station, which changed its call letters from KWAM-FM, jumped from dead last to an 11 share of the market. Its incredible success was a shock to the many competing black stations in the area and has forced programmers to add blues records.

Importance Of Blues

Bobby O'Jay, recently appointed operations manager and program director for former leading black station WDIA/Memphis, said, "Blues was the backbone of this radio station and is the backbone of this market. KRNB relit interest in blues in this market." O'Jay went on to say, "I've put in a blues category, and now we play more blues."

Larry Steele, music director of AM outlet WDDJ/Memphis, feels very strongly about the blues in his format. "Blues has never left; blues is not a turn-off," he said. "The blues is a part of our life."

Veteran record promoter Dave Clark, now with Malaco Records in Jackson, Miss., noted the change in attitude. "Floyd B. started the ball rolling," observed Clark. "Until last year, I got all kinds of resistance to the blues. Now stations are asking for the blues."

Gaylord Boyd, music director for WXOK/Baton Rouge, has been mixing the old and the new for a little over a year. "We sandwich Albert Collins, Clifton Chenier and B.B. King in between George Clinton and whatever," said Boyd. "The response has been tremendous."

KYDB/Pine Bluffs, Arkansas is an AM daytimer that began mixing blues in with their regular format about a year ago. Acting general manager Alan Ferguson reports growth is overwhelming, and finds the station neck-and-neck with full-time black music competitor KCAT. "If we can

do so well by playing the blues and only be on the air 15 hours a day," stated Ferguson, "then we will continue to try and reach that audience."

Strong reaction to records aired on specialty shows are forcing programmers to add blues records to the regular format. WKXI in Jackson also plays one blues cut per hour and has had great success with a weekly weekend feature called *Blues Workshop*. Intended as an outlet for blues music that wasn't being played anywhere else, as well as an educational forum, station music and program director Tommy Marshall found he was getting requests during the week for records played on *Blues Workshop*. "We had to add Koko Taylor because of that show," reports Marshall. "We also had a tribute to Lightning Hopkins at the time of his death last year, and we suddenly had requests non-

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Subcommittee In Senate Approves Disc Rentals Bill

by Earl B. Abrams

WASHINGTON — A Senate subcommittee on May 26 cleared an audio rental copyright provision that revises the current right of first sale doctrine. The proposed legislation would require retailers who rent records to the public to secure permission from the copyright holders.

The bill is essentially that proposed by Senator Charles McC. Mathias (R-Md.), chairman of the copyright subcommittee, as amended to ensure that permission is gotten from both the underlying copyright owner as well as the recording copyright owner. This amendment to Senator Mathias' S-32 was urged by Senator Orrin G. Hatch (R-Utah), also a member of the copyright subcommittee.

The audio rental bill must now be approved by the full Senate Judiciary Committee before being submitted for a vote by the entire Senate. At present, the parent committee has not scheduled consideration of the legislation.

Sources at the Senate committee explained that the copyright subcommittee decided to vote on the audio element of the rental legislation because the companion bill (S-33) dealing with the same protection for video copyright owners was more complicated and is involved in litigation. This

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POINTING THE WAY — Planet recording artist June Pointer was recently at RCA Records' New York headquarters to celebrate the release of her debut solo LP, "Baby Sister." Pictured at the party are (l-r): Bill Staton, division vice president, black music marketing, RCA Records; Pointer; and Robert Wright, division vice president, black music A&R, RCA.